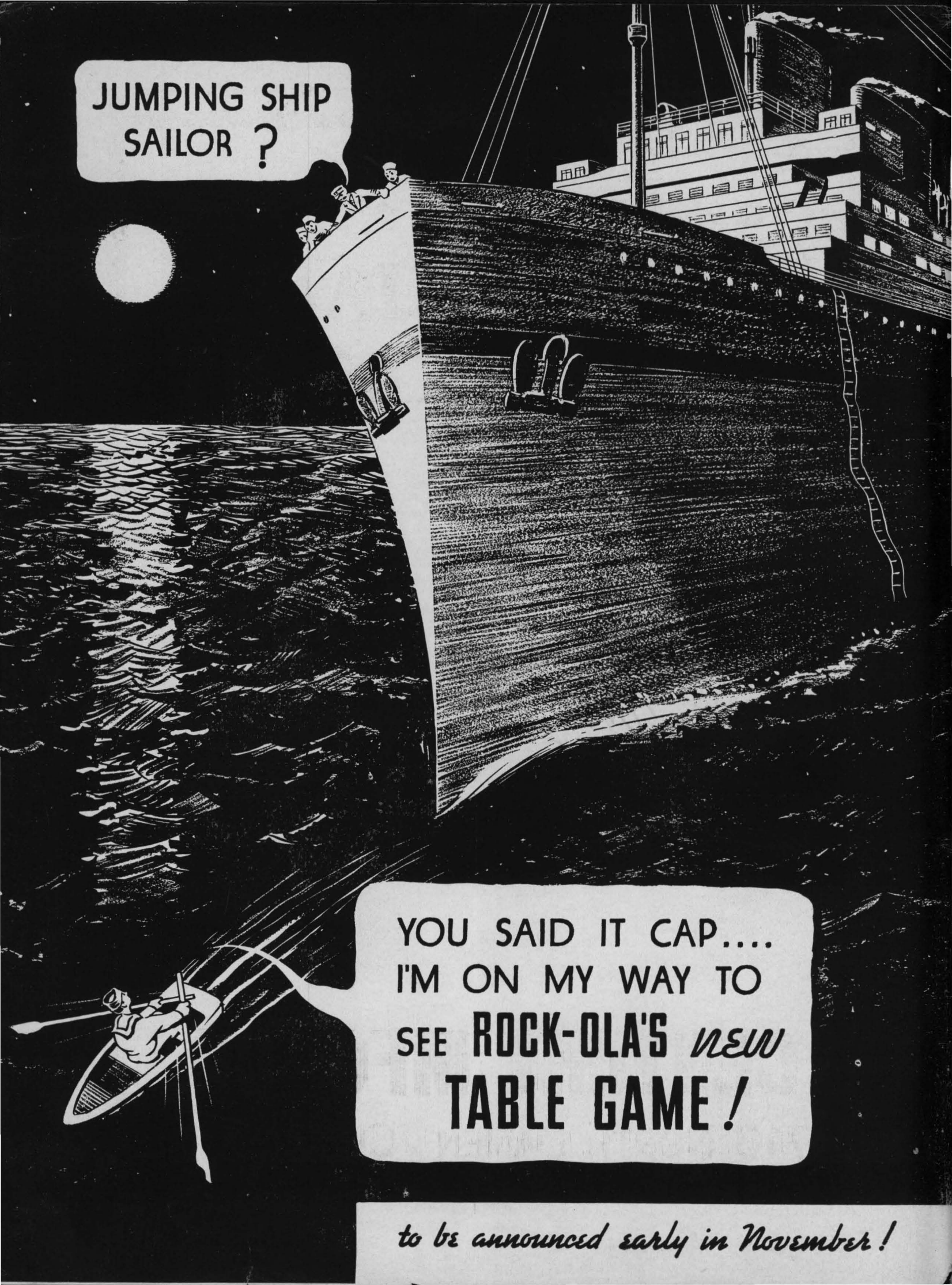
AUTOMATIC WORLD

DAVID C. ROCKOLA
President Rock-Ola Mfg. Corp.

OCTOBER 1934


JUMPING SHIP SAILOR ?
YOU SAID IT CAP....
I'M ON MY WAY TO
SEE ROCK-OLA'S NEW
TABLE GAME!
to be announced early in November!

READY Now For DELIVERY

AT YOUR LOCAL JOBBER
OR ORDER DIRECT - - -

THE PEPPIEST FASTEST PIN TABLE EVER PRODUCED!

JACK RABBIT

THE BALLS DON'T ROLL OR SNAP--THEY J-U-M-P!

JACK RABBIT is ready for you—ready to jump up your profits per dollar invested! JACK RABBIT is going to get the biggest play any game has EVER had—and we mean it! JACK RABBIT is a De Luxe new game with the most thrilling electrical action you have ever seen! It's a game with long life that will earn steady, heavy profits!

JACK RABBIT FEATURES!

- De Luxe size in rich cabinet
- Beautifully playing field
- New novel outball return
- Amazing electrical action
- Trouble free ball lift
- Magnetic playing appeal

CENTURY MFG. CO.

1718 NORTH DAMEN CHICAGO, ILL.

Ente ed as second class matter June 19, 1931, at the Post Office at Fort Worth, Texas, under the Act of March 3, 1879. VOL. 4, No. 12

3 GREAT

It's going to be a sell-out! Every one of these 3 popular numbers is going fast! You should act promptly. When these machines are cleaned out of stock, it will be hard to get any more at the same price. It's a case of first come, first served. So act prompt. Wire your order and the usual deposit immediately.

Write Today

★ Silent Vender-Bells

What is the "VENDER-BELL"?

It's the Silent Front Vender changed, as if by magic, into a straight Bell!

It operates just like a straight Bell machine. The vender has been disconnected. The mint glasses are painted black. The mechanism adjusted for coin play only. And Bell Fruit reels have been attached.

Like the Front Venders, our stock of these is also limited. Just a handful left. In the next 10 days, we expect to sell every single machine. It will pay you to order now.

Prices are almost sure to climb way up, when these machines are gone! Better be safe and wire today!

ROCK-OLA MFG. CORPORATION » 625

ROTO-DISCS

An entirely new action idea vastly different from anything ever devised!

ALSO OTHER EXCITING FEATURES

- Gold Bakelite-Finish Playing Field
- Warp-proof Tempered Masonite Panel
- New A. B. T. Super Coin Chute
- Last Coin Visible Through Field
- Single Ball Release
- Bell Rings
- Out Balls Return
- 40" x 20" Walnut Finish Cabinet
- Natural Maple Trimmings and Moulding
- Chromloid Track

AND MANY OTHERS

MERRY-GO-ROUND

$39.50

Tax Paid

F.O.B. Chicago

Actual 60-Day Test Proves Merry-Go-Round's Outstanding Ability

MERRY-GO-ROUND was tested in actual locations in Chicago for 60 days before introduced. Here are some of the reports:

"Merry-Go-Round led every other game in receipts."

"Not one minute of play lost during the entire time because of mechanical defects."

"There was always a crowd around MERRY-GO-ROUND."

Everybody was thrilled watching the Roto-Discs whirl and pass the balls."

PROVEN AMERICA'S GREATEST ATTRACTION

Here is the ACTION that gets and holds play

MERRY-GO-ROUND'S playing action is unique! Picture this—as a ball goes through the "Entrance" a bell rings and the ball is automatically carried one-quarter turn on the first Roto-Disc. A second ball adds another quarter turn, dropping the first ball on the second Roto-Disc. Subsequent balls successfully shot through the "Entrance" set the three Roto-Discs spinning wildly, dropping balls into the 2000 Score Pocket. Out Balls return when third disc spins. Skill Shot may also place the ball in side pockets of Roto-Discs.

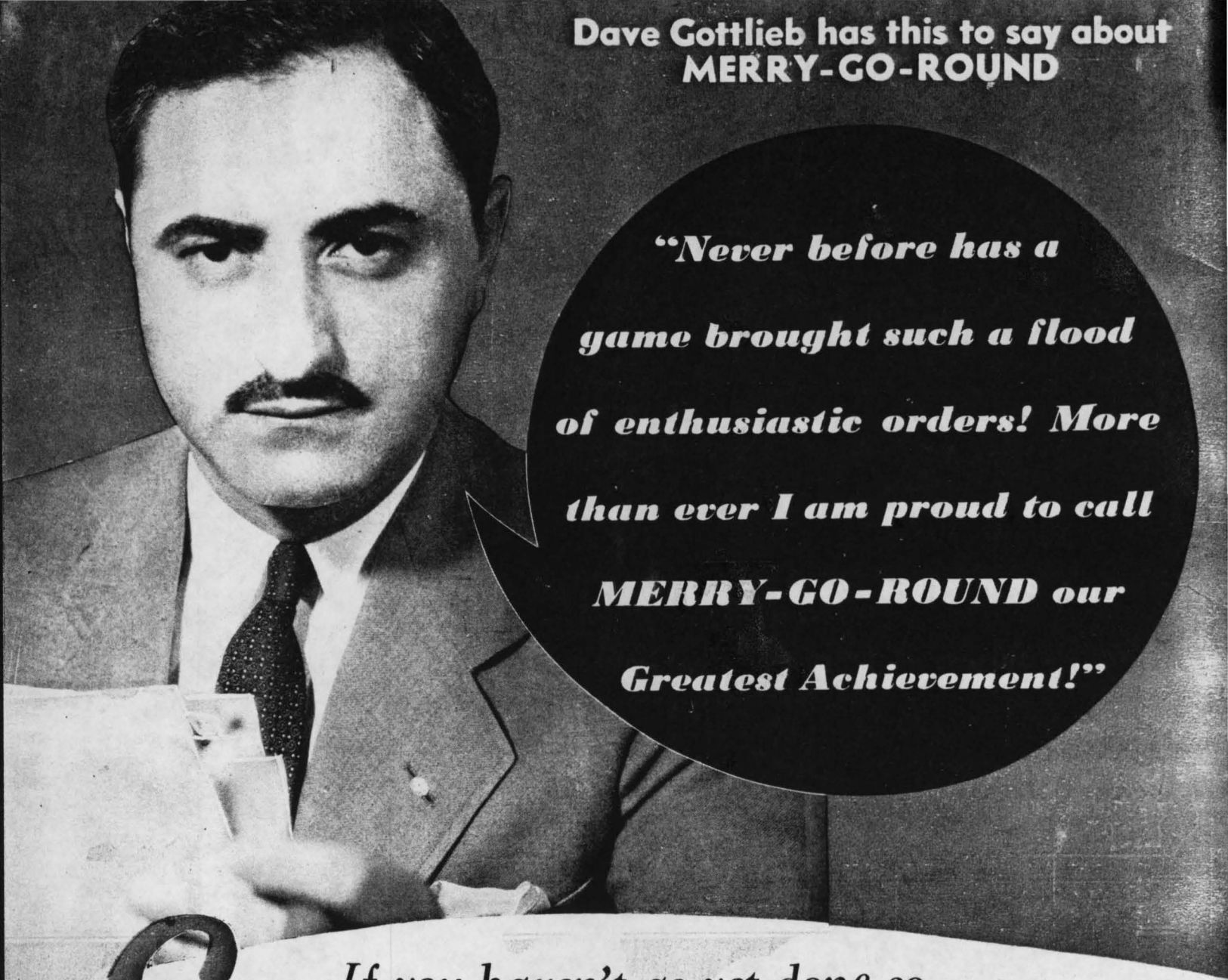
This amazing action plus MERRY-GO-ROUND'S inviting beauty is positively irresistible! Prove it to your own satisfaction by operating MERRY-GO-ROUND now! AT YOUR JOBBER TODAY!

Remember!—It's ACTION that draws play and reaps profits!

MERRY GO ROUND

the Phenomenal Pin Game

REAPS PROFITS!



Dave Gottlieb has this to say about MERRY-GO-ROUND

"Never before has a game brought such a flood of enthusiastic orders! More than ever I am proud to call MERRY-GO-ROUND our Greatest Achievement!"

If you haven't as yet done so ---

See THE GAME THAT SHATTERED ALL PRECEDENT TO ATTAIN SUCCESS!

● Our greatest successes (and likewise yours) have been based on ideas that dared to be different.

"In MERRY-GO-ROUND" I feel we are offering the coin machine world an entirely novel departure. A game that imitates no one! A machine that packs the strongest action wallop of any game we have ever produced. An attraction that achieved the pinnacle of appeal . . . speed . . . fascination and earning power!

"We have developed in MERRY-GO-ROUND an amazingly new means of scoring. For the first time aluminum Roto-Discs automatically, without electricity, toss, pitch and whirl balls into scoring pockets. Three Roto-Discs are capable of spinning simultaneously creating a thrilling spectacle of action.

"These Roto-Discs do more to stimulate excitement, to draw and hold patronage than any device I have ever seen. This feature plus many other mechanical and operating innovations will make MERRY-GO-ROUND the top-notch play-getter of the year!"

[**THIS STATEMENT BY DAVE GOTTLIEB IS IMPORTANT to everyone in the coin machine trade. For the features he describes cannot ALL be found in any other machine!**]

D. GOTTLIEB & CO.

2736-42 N. Paulina St.———CHICAGO, ILL.

Sole European Distributors—Burrows Automatic Supply Company—78-81 Fetter Lane, London, England

VALUES

★ Mills Silent Front Venders

Only 89 left out of 2000!

A few weeks ago, we had over 2000 of these sparkling machines . . . machines used only 10 days . . . machines splashed with vivid red and green . . . machines with "insides" as bright as silver dollars . . . not a worn spot on them, inside or out.

And now only 89 of these choice machines are left! This is probably your very last chance to get so fine a machine at $45. **Wire in your order and deposit now!**

★ Mills Silent Jackpot Bell With Adjustable Jackpot

Rarest of all machines. Most valuable of all the Silent Bells.

And today you have the opportunity to get practically brand new SILENT Bells at a saving of almost $20.00! In addition, you get the **Adjustable Jackpot** and several other improvements, which have been made possible by the genius of Rock-Ola engineers.

The coins march along the Escalator Top like West Point cadets on parade. The reels spin smoothly and glide to an easy stop. The mechanism is as quiet as a cat tip-toeing on velvet. And the outside! It's a blaze of rich gold and brilliant red. Serials are all over 300,000. Machines used less than 10 days.

The stock is very limited. Quick action is called for. Wire your order and deposit at once!

WEST JACKSON BLVD. « CHICAGO » ILLINOIS » U.S.A

WE GOT DROP KICK

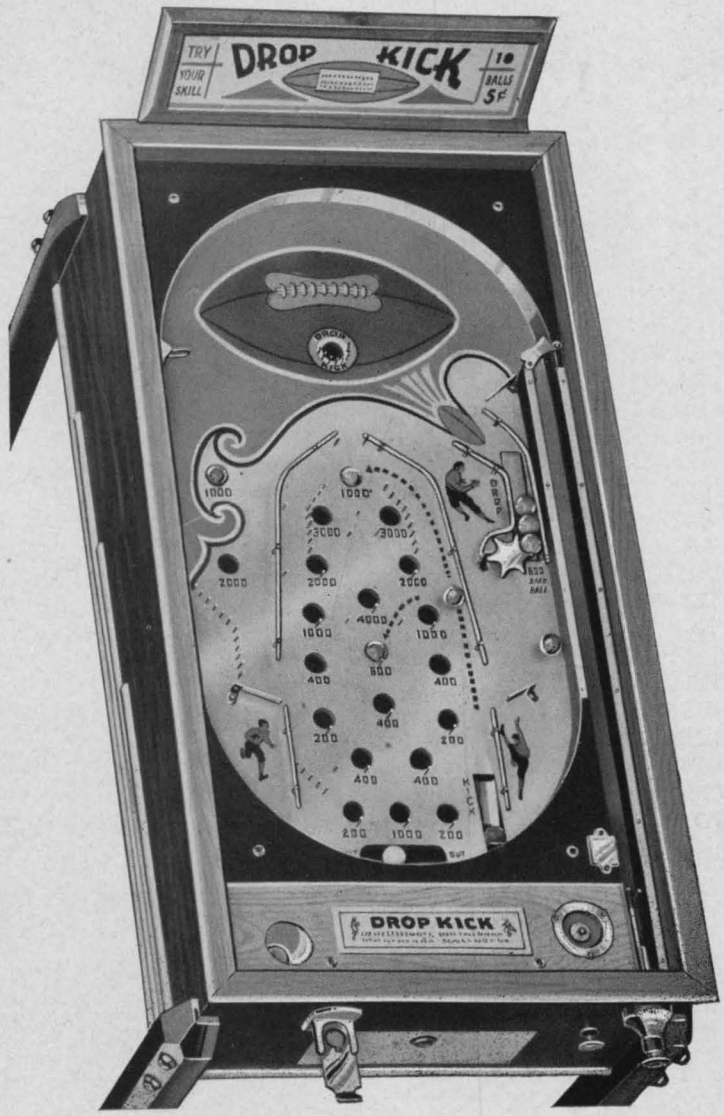
EXHIBIT'S GREATEST FOOT BALL GAME

With

Live Power

With the roaring yell of the football crowd—EXHIBIT again blazes forth —"DROP KICK." You have seen and read about action—double action—triple action—in pin games heretofore — BUT — NOW — you have LIVE POWER—never before seen in a pin game.

It's A LIVE Football Game—ALIVE with sparkling plays—and the greatest thrills ever incorporated in a playing field—Its kicking action—is almost human—a thrilling sight to see. You'll see one, two, three, four—as many as eight balls—kicked into the field—one after another—It's a great simplified game—understood by everyone—and just as fascinating as the grand old game itself.



HERES BIG $ $ $ $ $ $ $

IF YOU ARE OUT FOR BIG MONEY WITH A FOOTBALL GAME—— GET "DROP KICK"

The football season is on—right now—the players are keyed up—about the grand old game—and RIGHT NOW is the time to ACT —and get "DROP KICK" on locations QUICK.

NOW READY FOR DELIVERY

PRICE

$39.50

F.O.B. CHICAGO

WRITE – WIRE – PHONE YOUR ORDER

Electro Ball Company

1200 CAMP STREET . . . DALLAS, TEXAS

BRANCH OFFICES

527, West Ninth St., Oklahoma City, Okla
1513 Louisiana Street, Houston, Texas
428 Main Avenue, San Antonio, Texas
240 Dryades, New Orleans, La.
125 South Seventh Street, Waco, Texas
Lubbock, Hotel, Lubbock, Texas

SOUTH COAST OFFERS YOU SUPER SERVICE AND QUALITY PRODUCTS

Look over our list of New and Used Machines and then send us your order for whatever you need. We assure you a square deal, prompt service and your money's worth. You must be pleased with any machines or products you buy from us.

NEW MACHINES

RED ARROW	$93.50
SPORTSMAN	90.00
CHAMPION	89.50
ROCKET	82.50
SPARK PLUG	29.50
MAJOR LEAGUE SR.	66.00
MAJOR LEAGUE JR.	42.50
SIGNAL SR.	59.50
SIGNAL JR.	39.50
FLYING TRAPEZE	52.50
MERRY-GO-ROUND	39.50
BLUE STREAK	29.50
KENO	39.50
SUBWAY SPECIAL	32.50
SUBWAY JR.	29.50
FLEET JR.	36.50
FLEET SR.	52.50
AMERICAN BEAUTY	39.50
GOLDEN GATE	39.50
AUTO BANK	95.00
TORPEDO	29.50
SUPER "8"	39.50
ELECTRO	39.50
SELECT 'EM	17.50
ROLLEM	10.25
WHIM	20.00
KINGS HORSES	15.00
SHOWBOAT	22.50
CANNON FIRE	61.50
HOCKEY	36.50
BIG BERTHA JR.	37.50
BIG BERTHA SR.	49.50
CHICAGO CLUB HOUSE	18.00
DAVAL VENDER	13.00
PIPE EYE	18.50
SNAKE EYE	18.50
WILD CARGO	47.50
21 VENDER	21.50
MAGIC BEER BARREL	22.50

USED MACHINES

WORLD'S SERIES	7.50
AIRWAY	7.50
JIG SAW	5.00
FLEET	20.00
LIGHTNING	20.00
CONTACT MASTER	17.50
CONTACT JR.	25.00
BLUE RIBBON	13.50
ROCKET	32.50
BOSCO	5.00
HIT ME	7.50
21 VENDER	7.50
OFFICIAL BASEBALL	5.00
STREAMLINE	12.50
CRUSADER	20.00
PENNANT	5.00
CHICAGO CLUB HOUSE	7.50
AMERICAN BEAUTY	15.00
SHOWBOAT	17.50
MARBLE PARADE	25.00
FORWARD PASS	25.00
MAJIK KEYS KICKER	25.00
SELECTEM	8.50
SILVER CUP	7.50

RUSH YOUR ORDERS TODAY

South Coast Amusement Co.

"An Institution of Service"

M. & M. BUILDING
981 Liberty Ave.—Phone 5900
BEAUMONT, TEXAS

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SHREVEPORT, LA.

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HOUSTON, TEXAS
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SAN ANGELO, TEXAS

NOW IN TWO SIZES

MAJOR LEAGUE

NOW IN TWO SIZES

TWO SIZES
40 in. by 20 in.
44 in. by 22 in.

U. S. Patent 1973820
Sept. 18th, 1934
Your Protection

Operators proclaim that MAJOR LEAGUE is the fastest and biggest money-making game they have ever placed on location. One Op says, "They are standing in line to play MAJOR LEAGUE." Another says, "The druggist could not close his store." MAJOR LEAGUE is the sensation of the hour.

NOW! TWO CONVENIENT SIZES

MAJOR LEAGUE is now made in two sizes, 40 in. by 20 in. and 44 in. by 22 in., to meet the exacting demands of all your locations. Both of these sizes are identical in design and have the new batter automatically up every time feature. You can't beat MAJOR LEAGUE for a game that will produce profits and produce them quick. Order yours today.

CONTACT

CONTACT is still going as good as ever. This machine is determined to stick around for months to come. Mighty few CONTACTS have been offered for sale in the USED classification. Why? Because they are still great money-makers. WRITE US FOR SPECIAL PRICES ON JUNIOR CONTACTS.

WRITE, WIRE OR PHONE YOUR ORDER TO THE OFFICE NEAREST TO YOU

Earl E. Reynolds

Jefferson Hotel, Dallas, Texas

South Coast Amusement Co.

M & M Building, Houston, Texas

Northwest Texas Novelty Co.

820 Tenth Street—Wichita Falls, Texas

Used Machine Bargains

RECONDITIONED AND PERFECT WORKING ORDER

ALL PRICES F.O.B. HOUSTON

WORLD'S SERIES	$7.50
JIGSAWS	5.00
AIRWAYS	8.50
HIT-ME	8.00
"21" VENDERS	8.00
LIGHTNING JR.	12.50
LIGHTNING 38, SR.....	17.50
CONTACTS JR.	25.00
FLEETS	$20.00
BLUE RIBBONS	12.50
STREAMLINES	11.50
OFFICIAL SWEEPSTAKES...	7.50
MILLS SILENT ESCALATORS, Guaranteed good as new.....	55.00
JENNINGS DUCHESS, Guaranteed good as new.....	55.00

New Machines

ALL PRICES F.O.B. CHICAGO

SEEBURG HOCKEY	$46.50
SEEBURG SELECTOPHONE ..	215.00
JENNINGS SPORTSMAN.....	90.00
BALLY CHAMPION	89.50
SPARK PLUG	29.50
SELECT-EM Dice Game.....	13.00
EXHIBIT ELECTRO Buy Out-Balls back.....	$39.50
ROLL-EM Dice Game.....	9.90
EXHIBIT MERCHANTMEN...	275.00
MAJOR LEAGUE	66.00
STANDARD TICKET GAMES SOON	

WATCH FOR NEW AUTOMATIC PAY TABLE SENSATION PRICE WILL SURPRISE YOU

PHONE, WIRE OR WRITE YOUR ORDERS FOR ANY OF THE ABOVE MACHINES TO OFFICE NEAREST YOU. PROMPT SERVICE GUARANTEED.

STEELE & HORTON

1513 Louisiana St.
Phone Preston 0660
HOUSTON, TEXAS

240 Dryades St.
Phone Raymond 1770
NEW ORLEANS, LA.

Vocalion

TODAY'S FASTEST SELLING
RECORDS for AUTOMATIC PHONOGRAPHS

2805—SUGAR BLUES
AIN'T GONNA GIVE YOU NONE OF MY JELLY ROLL
Clarence Williams and His Orchestra

2788—TROUBLE
I CAN BEAT YOU DOIN' WHAT YOU'RE DOIN' TO ME
Clarence Williams and his Washboard Band

2796—SATURDAY NIGHT FISH FRY RAG
FOOT SCUFFLE
Joseph Robechaux and his New Orleans Rhythm Boys

2779—APEX BLUES
MY DADDY ROCKS ME (With One Steady Roll)
Jimmy Noone and his Orchestra

2778—BIMBO
'WAY DOWN HOME
Clarence Williams and his Orchestra

2759—LET'S HAVE A SHOWDOWN
I'M GONNA WASH MY SINS AWAY
Clarence Williams and his Orchestra

2794—STARS FELL ON ALABAMA
LEARNING
Gene Kardos and his Orchestra

2802—TOO BEAUTIFUL FOR WORDS
SAND IN MY SHOES
Joe Green and his Orchestra

2785—I SAW STARS
HAVE A LITTLE DREAM ON ME
Carl Shaw and his Orchestra

2736—OLD STREET SWEEPER
AFTER TONIGHT
Clarence Williams and his Orchestra

2744—BASIN STREET BLUES (Novelty Vocal and Instrumental)
WAH-DEE-DAH
The Three Keys (Bon Bon, Slim and Bob)

2718—WON'T YOU COME OVER AND SAY "HELLO"
PRETTY BABY, IS IT YES OR NO?
Clarence Williams and his Orchestra

2723—ZUDDAN
MAZIE
Ruben 'River' Reeves and his River Boys

WARP-PROOF—WEAR-PROOF

records

ARE FAVORED BY AUTOMATIC PHONOGRAPH OPERATORS

BECOME A VOCALION RECORD USER

AND MAKE YOUR AUTOMATIC PHONOGRAPHS WORK LONGER—STEADIER—AND MORE PROFITABLE HOURS FOR YOU!

These internationally famous records are acclaimed by operators throughout the country as unequalled **at any price** for fidelity of reproduction and variety of recordings suitable for "Automatics."

RETAIL AT 35c EACH——————WRITE FOR WHOLESALE OPERATORS' PRICES

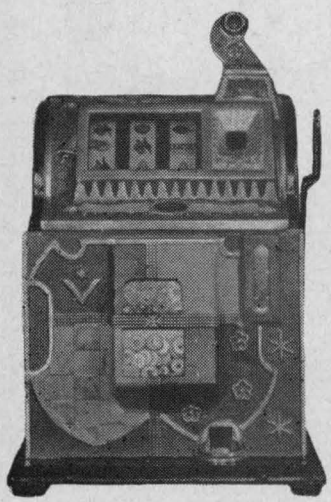
Brunswick Record Corporation

1776 BROADWAY • NEW YORK CITY

BRANCHES: NEW YORK, CHICAGO, DALLAS, LOS ANGELES, NEW ORLEANS, SAN FRANCISCO.

ANNOUNCING!!!

The new Escalator Gold Award front attachment for Mills and Jennings Side-venders and Bells
A sensational success! The operator's dream comes true! 100 per cent perfect, mechanically.

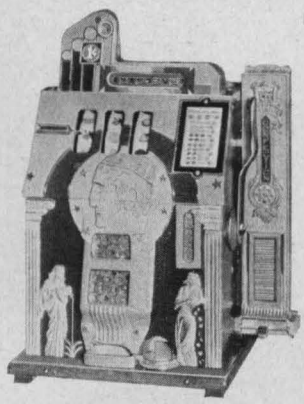


MILLS SIDE VENDER OR BELL
Gold Award Front, less escalator top.**$12.50**
Installed **15.00**

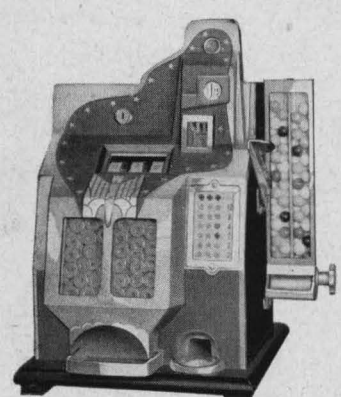
ATTENTION OPERATORS: ESCALATOR!

THIS attachment modernizes the oldest Mills and Jennings machines; with a few adjustments and the installation of an Escalator Gold Award Front, you have another modern machine ready for market or location. The average location of today is demanding the newer Escalator models of machines rendering thousands of good machines worthless to the operator. This Escalator Gold Award front has the appearance of a Blue Front Mystery, modernizing the old machine so that it will hold the location. It has been designed to be the most attractive front for your goose-neck Mills Side Vender or Bells.

A sample will prove our statement. It pays for itself in no time. Will put pep in any location. Pays jackpots on the 3 bells, 2 bells and bar, Gold Award Token on 3 bars, which can be valued as the operator sees fit. ORDER NOW! Cover your location with Escalators at a reasonable price.



MILLS SIDE VENDER OR BELL
Escalator Gold Award Front Attachment, complete **$12.50**
Installed **22.50**

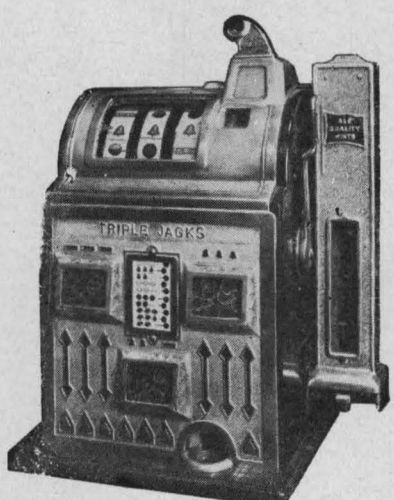


MILLS FRONT VENDERS
Triple-Jax Fronts **$8.00**
Installed **10.00**

Triple-Jax

New reduced prices on Triple-Jax fronts for all models of Mills and Jennings machines. For the past year we have manufactured the Triple-Jax Fronts which have proven their popularity simplicity, and increased player appeal. TRIPLE ACTION! TRIPLE PLAYER APPEAL!

Having only one working part, eliminating all mechanical trouble. Take advantage of these low prices. ORDER TODAY! Any Triple-Jax Front, complete, **$8.00**; installed, **$10.00**.



JENNINGS SIDE VENDER OR BELL
Triple-Jax Front **$8.00**
Installed **10.00**

Rebuilt Machine Bargains

You Can Depend on VAN METER BROS. Rebuilts

Mills Front Vender Bullseye, late serial numbers, equipped with Triple-Jax or Rock-Ola Fronts..... **$32.50**
Mills Side Vender or Bells, equipped with Escalator Gold Award Fronts, complete..... **$42.50**
Mills Side Vender or Bells, equipped with Gold Award Front, less Escalator top..... **$32.50**
Mills and Jennings Side Vender or Bells, equipped with Triple-Jax, some as low as..... **$27.50**
Jennings Today Vender, mechanisms good as new, equipped with Triple-Jax..... **$27.50**
New Mills "Q.T." at factory price, plus 5 per cent handling charge.
Any Pace machine at factory price.
Used Checks (good as new), per 1000..... **$5.50**
Locks for Mills Machines, each..... **1.50**
Bell Locks, each **2.00**
Reel Tapes for any machine, each..... **.75**
Mints, per case of 1000..... **7.50**
Used Steel Stands, each..... **2.00**
Percentage Regulators, each **$1.00**; per dozen..... **9.00**

We Are Ready and Anxious to Serve You

One-third deposit with order, balance C.O.D.

JENNINGS TODAY VENDER
Triple-Jax Fronts **$8.00**
Installed **10.00**

MILLS SIDE VENDER OR BELL
Triple-Jax Front **$8.00**
Installed **10.00**

WRITE, WIRE, or PHONE YOUR ORDER NOW

VAN METER BROS. COMPANY

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Western Sales Co.
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For Better Service and Greater Convenience

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In opening our new establishment in Pittsburgh we have every confidence that the principles of fair dealing and complete service to operators which have been responsible for our success in Baltimore, Washington and Buffalo will appeal to the operators in the Pittsburgh area.

We also take this opportunity of thanking the manufacturers for their co-operation, which has made this new step forward possible.

Yours very sincerely,

"South's Largest Distributors"

ORIOLE COIN MACHINE CORP.

17 So. Charles St. Baltimore, Md.
943 Eye St. N.W. Washington, D.C.
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for *better* Service · remember - *"You're Always near an Oriole office"*

Custom built by Stoner

SUPER "8"

The Aristocrat Game that yields mo profit per dolla invested!

$3950

F.O.B. AURORA, ILL.
TAX PAID

WE ARE THE ABSOLUTE ORIGINATORS OF THE MAGIC BUTTON FEATURE THAT GETS THE EXTRA NICKELS!

BEAUTIFULLY DESIGNED CABINET — DE LUXE 41 in. x 21 in. cabinet is beautifully finished. Chromium polished fittings are used. The natural wood strips affect a modernistic design. Like a fine piece of furniture, SUPER "8" will add to the attractiveness of all your locations.

Order Super "8" Today « Your Local Dealer Can Supply You

Really Original Features

6 Balls Snapping

Here's real action! After the player fills bo channels, he then shoots for the SUPER " hole. He makes it. 6 BALLS SNAP (not ro FORWARD!

Sub-Out Ball Returns

How the players go for this! All out balls may recovered by the player, providing he skillful shoots for the ball return pocket.

Positive Action

The very simplicity of SUPER "8" is your guara tee of continuous play. Entire panel can be r moved—giving instant access to any part of t game in 30 seconds.

A Game of Skill

Every exciting and thrilling play in SUPER " depends upon the skill of the player. By sk alone, the player advances the balls in EITHER BOTH CHANNELS.

"SUPER 8" MORE ORIGINAL PLAYING FEATURES THAN ANY GAME EVER BUILT

STONER MFG. CORP. 328 GALE ST. AURORA, ILL.

OPERATORS:- Write - Wire - See Your Nearest

Distributor or Jobber Listed Here—For Immediate Delivery on the

New Improved MAJOR LEAGUE MODEL "40" And the MODEL "44"

ILLINOIS—INDIANA—IOWA MICHIGAN—WISCONSIN MINNESOTA

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Milwaukee, Wis.

AMERICAN SALES CO.
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COLEMAN NOVELTY CO.
Rockford, Ill.

A. P. SAUVE
Detroit, Mich.

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CONNECTICUT AMUSEMENT CO.
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H. W. SEIDEN & COMPANY
61 Hudson Avenue
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JOHN GOODBODY
1824 East Main Street
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ORIOLE COIN MACHINE CO.
42 Grant Street
Buffalo, N. Y.

OHIO

SICKING MANUFACTURING CO., Inc.
Sicking Bldg.—1922 Freeman Ave.
Cincinnati, Ohio

AMUSEMENT GAMES CO., INC.
1503 Tower Building
Youngstown, Ohio

OHIO

THE BEVERATOR COMPANY
Sixth and Hyatt Streets
Cambridge, Ohio

A. S. L. SALES COMPANY
133 Washington Street
Dayton, Ohio

B.M.Y. NOVELTY SALES CO.
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Cleveland, Ohio

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TRIMONT COIN MACHINE CO.
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Boston, Mass.

ATLAS COIN MACHINE CO.
1209 Washington Street
Boston, Mass.

AUTOMATIC COIN MACH. CO. OF SPRINGFIELD
369 Chestnut Street
Springfield, Mass.

R. & J. NOVELTY CO.
3155 Main Street
Springfield, Mass.

SUPREME VENDING CO.
1218 Washington Street
Boston, Mass.

HAL. L. MARCH
Brattleboro, Vermont

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PIONEER NOVELTY CO.
414 H Street, N.E.
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BROWNIES COIN OPERATED AMUSEMENT CO.
1346 West North Avenue
Baltimore, Md.

NATIONAL COIN MACH. CORP.
1724 North Charles Street
Baltimore, Md.

ORIOLE COIN MACHINE CORP.
943 Eye Street, N.W.
Washington, D. C.
Also
17 Charles Street—Baltimore, Md.

ARKANSAS

C. M. DURHAM
2602 Hazel Street
Texarkana, Ark.

DE LUXE NOVELTY CO.
17 Arcade Building
Little Rock, Ark.

H. F. JERNIGAN
517 State Street
Little Rock, Ark

OREGON—WASHINGTON

NATIONAL AMUSEMENT CO.
26 Ninth Street
San Francisco, Calif.

NATIONAL AMUSEMENT CO.
1227 S. W. Morrison Street
Portland, Oregon

KENTUCKY

KENTUCKY AMUSEMENT CO.
(C. B. House)
226 West Walnut Street
Louisville, Ky.

MISSOURI

KIRK NOVELTY COMPANY
5277 Page Blvd.
St. Louis, Mo.

MORRIS NOVELTY COMPANY
4505 Manchester, Avenue
St. Louis, Mo.

S. SAFFRON
Care of Daniel Boone Hotel
Columbia, Mo.

MILLER NOVELTY CO.
207 Westport Avenue
Kansas City, Mo.

MILLER SALES CO.
4404 Manchester Ave.
St. Louis, Mo.

CENTRAL NOVELTY CO.
3124 California Avenue
St. Louis, Mo.

COIN MACHINE EXCHANGE OF SPRINGFIELD
200 Mill Street
Springfield, Mo.

COIN MACHINE EXCHANGE
3032 Main Street
Kansas City, Mo.

THE MARKEPP CO., INC.
3409 Carnegie Avenue
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SEE NEXT PAGE FOR ADDITIONAL JOBBERS AND DISTRIBUTORS

These Responsible Jobbers and Distributors Urge You to Take Quick Advantage of Their Ability to Deliver the New

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MODEL 40 20"x40" **And** **MODEL 44** 24"x44"

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NORTHWEST TEXAS NOV. CO.
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OUR MESSAGE TO YOU—The New Major League with "Always a Batter Up" and other improvements—Is the Wisest, Safest Investment to Make—ACT NOW ! ! !

Biggest Coin Machine Convention and Exposition Planned for 1935

By KEN MORLEY

Advertising Manager
O. D. Jennings & Co.

● The title of "Convention" truly expresses the purposes for which the industry will again gather in Chicago next February for the tenth annual coin machine convention and exposition. This time it will be a real convention, as well as an exposition of the biggest line of coin machine products ever to be shown.

A convention is understood to be a body of persons meeting for a common purpose and interested in the success of a common undertaking.

The reason I said in the beginning that this would be the first real convention, is because the industry is better organized than at any time in the past to undertake the problems with any degree of unity and co-ordination.

Mainly through the efforts of the National Association of Coin-operated Machine Manufacturers, as well as various jobbers and operator organizations, the industry is now well represented in each division of its activities and able to proceed with an assured measure of success.

By the time the convention convenes in February there will be additional organization compelted and many problems and questions of general importance will be formally submitted for consideration.

JOE HUBER
The Man Behind the Show

KEN MORLEY

In my opinion, the convention part of the four-day program will be the most significant from a standpoint of importance and value to the industry than any other ever held. The results of those four days will be carefully reviewed by persons outside the industry because of the interest that has been brought about during the last six months, as a result of favorable public opinion on the question of licensing coin operated machines.

It looks as though a real opportunity is being presented the industry, an opportunity to elevate itself in a strong and lasting position in the annals of American business. The organization work thus far evidenced by the groups mentioned has proven itself equal to the test, and should accomplish much for the betterment of the whole industry in general.

Good organization, a politician will tell you, is 90 per cent responsible for the success of a political party. The same is held true in American business. Because of the fact that this is now being done in the coin machine industry, we are better equipped to shoulder the responsibility and improve our standing.

That is the reason why the tenth annual convention will prove the beginning of a new era for the coin machine industry.

An Abundance of New Games and Ideas Will be Presented

The exposition part of the gathering will probably be the largest of all the preceding nine expositions combined. It will be a strong contrast to the fifteen exhibitors which were represented in the first annual exposition held in Februay 1926, at the Great Northern Hotel in Chicago with less than 200 operators attending.

Since February 1934 more coin machines have appeared on the market than in any previous similar period since the inception of the industry. Furthermore, more winners were placed on the market in 1934 than in all the previous years combined, according to those who have spent the last quarter century in the field.

What does all this mean to you as a jobber or operator? Just this—that your attendance at the 1935 convention and exposition will afford you the opportunity to gather more new ideas, see more new machines than at any previous convention you ever attended.

The program committee is planning a business session never before attempted. There will be brief talks on "operating problems" by seasoned and experienced operators. There will be discussion on "servicing of machines" by experienced service men. There will be talks on "advertising" by advertising executives who spend hundreds of thousands of dollars annually on advertising coin machines. There will be an address on how to "organize" by a man particularly adapted to organization work. And finally a clear discussion of "legal problems" pertaining to the industry by an experienced attorney conversant with the subject as a result of many years experience in handling coin machine cases in the courts of America.

No matter what your experience in this business has been in the past, no matter how many years you have been operating, you will agree that there are some parts of this special business program which will be of particular interest and benefit to you.

In addition to the hand-shakes, back-slapping, "How are you, Bill" spirit there will be those hours of informal chats over the glasses, where one derives an opportunity to meet

new people, and the possibility of many helpful hints and suggestions that some of the boys have required a life-time to learn.

The time after convention hours is carefully scheduled and occupied by open house gatherings at the various factories where the visitor is given an opportunity to inspect the machines he has been operating, in the raw. This will extend convention visitors an opportunity to become better acquainted with the manufacturers, and the individuals they deal with by mail. Taking the manufacturers into your confidence should not be overlooked. They have the facilities of gathering and disseminating information which often times may prove of great assistance.

And then there is time for sightseeing and certainly Chicago points with pride to the many places of interest and gaiety; the play city of the Middle West, affording a diversification of pleasure and enjoyment not to be surpassed by any city in the whole country.

And then there is the banquet . . . that night of fun, good food, and laughter, which puts the spotlight and draws the curtain on four big, interesting, and profitable days. If you saw last year's show, we know you will want to come again.

To the newcomer in the business, the 1935 convention and exposition will be equal to ten years of operating experience. To the seasoned distributor and operator, it will offer many new ideas, new ways of making money, as well as an opportunity to see the biggest variety of coin machines ever brought together under one roof.

The National Association of Coin Operated Machine Manufacturers, which will supervise the convention, has appointed Joe Huber, that popular show-figure who conducted all successful previous shows, as convention director, and that itself should offer assurance for a successful convention.

The manufacturers, jobbers and operators have already organized special committees to represent their particular groups in the show program. This unified and co-operative spirit will manifest itself in the biggest and most unique convention and exposition ever to be held in the industry.

Your share of the responsibility lies in your attendance. Plan your work so that you will be with us in good old "Chi"—Sherman hotel, Monday, Tuesday, Wednesday and Thursday, February 18, 19, 20 and 21, 1935, for the biggest spectacle of coin machine activity in your experience.

No matter what sacrifices you make to attend this show, it will be well worth it, for it will put many dollars back in your pocket in years to come.

Buy From A Distributor Not A Competitor

LISTEN, OPERATORS—

Think of yourself and your best interests, and resolve from now on to buy your games from a Distributor—NOT A COMPETITOR.

Order that New Game from us today.

Our only business is selling to legitimate operators.

We do not and will not operate.

We do not sell to locations.

We carry all the latest games in stock. Also parts, ball gum and mints.

We List Below a few Bargains In Used Games. HURRY

Big Bertha Jr.	$20.00	Airway	$7.50
Crusaders	19.50	World's Series	7.50
Junior Contacts	25.00	Jigsaws	4.75
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Official Baseball	4.75	American Beauty	15.00

All Above Games in Good Condition. Satisfaction Guaranteed.
You'll Like Our Service

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MAJIK KEYS

Standard Size $39.75
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F.O.B. WICHITA
Distributed from the exact center of the United States

M. T. DANIELS
1025-1027 University Ave.
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(WE DO NOT OPERATE)

DROP KICK

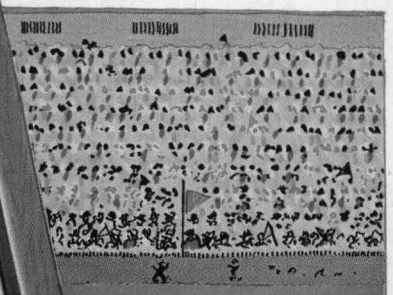
REG. U. S. PAT. OFF.

at last! LIVE POWER IN A PIN GAME

With the roaring yell of the foot ball crowd—EXHIBIT —again blazes forth with a marvelous money making winner—"DROP KICK." You have seen and read about action — double action—triple action—in pin games heretofore — BUT NOW you are reading about

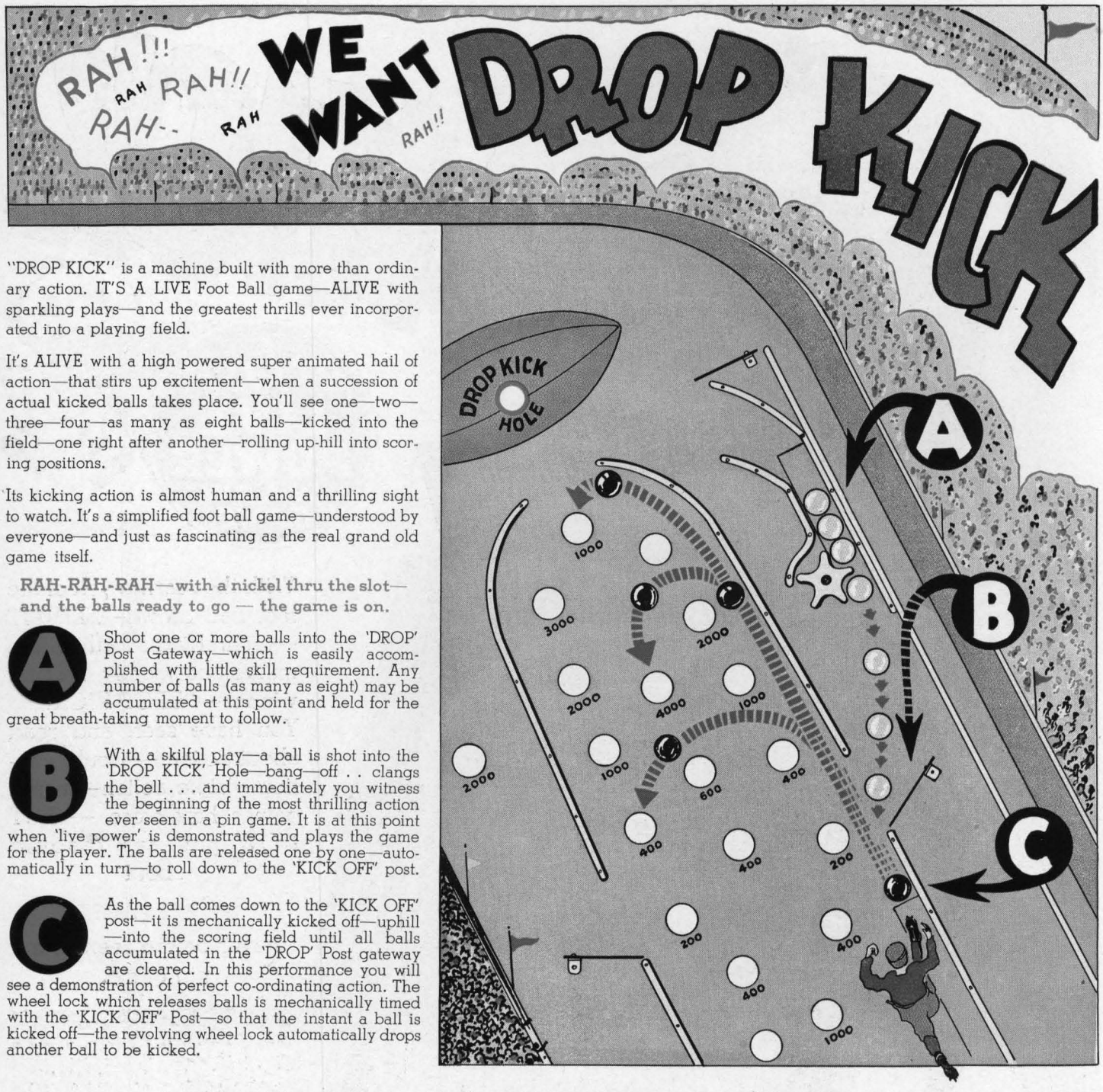
LIVE POWER

never before seen in a pin game.



IF YOU ARE OUT for BIG MONEY with a FOOT BALL GAME -- get "DROP KICK" . . . quick.

(OVER)



"DROP KICK" is a machine built with more than ordinary action. IT'S A LIVE Foot Ball game—ALIVE with sparkling plays—and the greatest thrills ever incorporated into a playing field.

It's ALIVE with a high powered super animated hail of action—that stirs up excitement—when a succession of actual kicked balls takes place. You'll see one—two—three—four—as many as eight balls—kicked into the field—one right after another—rolling up-hill into scoring positions.

Its kicking action is almost human and a thrilling sight to watch. It's a simplified foot ball game—understood by everyone—and just as fascinating as the real grand old game itself.

RAH-RAH-RAH—with a nickel thru the slot—and the balls ready to go — the game is on.

A Shoot one or more balls into the 'DROP' Post Gateway—which is easily accomplished with little skill requirement. Any number of balls (as many as eight) may be accumulated at this point and held for the great breath-taking moment to follow.

B With a skilful play—a ball is shot into the 'DROP KICK' Hole—bang—off . . clangs the bell . . . and immediately you witness the beginning of the most thrilling action ever seen in a pin game. It is at this point when 'live power' is demonstrated and plays the game for the player. The balls are released one by one—automatically in turn—to roll down to the 'KICK OFF' post.

C As the ball comes down to the 'KICK OFF' post—it is mechanically kicked off—uphill—into the scoring field until all balls accumulated in the 'DROP' Post gateway are cleared. In this performance you will see a demonstration of perfect co-ordinating action. The wheel lock which releases balls is mechanically timed with the 'KICK OFF' Post—so that the instant a ball is kicked off—the revolving wheel lock automatically drops another ball to be kicked.

DELAYED - MULTIPLE- THRILLING - REPEATING - ANIMATION - all in one game.

"DROP KICK" is precision built by EXHIBIT with mechanical perfection—that can be only produced by vast experience.

All thruout — 'DROP KICK' — is another fine example of EXHIBIT QUALITY and a magnificent model for beauty and attraction. Its colorful playing field, trimmed with sparkling chromium plated fittings and rails embodies the characteristics of the Foot Ball game, spotted with players in action,having a smooth rolling playing surface—to shoot the 100% multigraded lustrous balls.

Has a light-touch responsive ball lift—and super sensitive plunger for sure shooting skill. Always shows the last coin played. Has ANTI-TILT proof indicator—and is provided with three reward cards—furnished with each machine. Perfect pay-outs assured—proven by actual location tests.

39.50
F.O.B. CHGO.
TAX PAID

WRITE • PHONE • WIRE

GET IT NOW

EXHIBIT SUPPLY COMPANY
4222-30 W. LAKE STREET . . . . CHICAGO

CREATORS OF LIGHTNING - ELECTRO - GOLDEN GATE - BOOSTER - SELECT-EM

West Coast to Hold Show

Big Event Will Take Place at the Ambassador Hotel, Los Angeles, Cal., Last Week in January

Following the huge success of their first Pacific Coast Coin Machine Show held last March, the West Coast will hold its second annual event the last week in January. The big event will be staged at the Ambassador Hotel, finest on the Coast, in the heart of the downtown district in Los Angeles.

Arrangements are already under way for the staging of a bigger and grander show than the one presented last March. Word reaches the AUTOMATIC WORLD to the effect that there will be a golf tourney one morning and the Pacific Coin Machine Review will give a $100 loving cup for a prize. Another morning there will be staged a water carnival (yes, in January—they can do that in the Sun-Kist State), and will have some of the Olympic stars participating. The exhibit hall will be open from 2 p. m. to midnight with vaudeville acts staged at various times throughout the evening and a prominent film star will make a personal appearance each evening at 11. On Monday night they will have kleig lights out front and will admit the public to see the latest in machines. Only pin games, vending machines and other legal equipment will be shown. They expect to have more than 100 booths. A dance band will furnish music each evening. The big affair will wind up with a big banquet and a 10-act floor show.

The West Coast welcomes the entire coin machine industry to be its guests during these days of business and play and is making every arrangement for their enjoyment. A trip to one of the movie studios and the experience of seeing a talkie being filmed, is also on the program.

A PLEASANT VISITOR

We recently enjoyed a pleasant visit from Mr. Ernest M. Gates, manager of the Gulf States Amusement Company of Houston, Texas. Mr. Gates is delighted with the reception the operators and the playing public is giving Cannon Fire, the new Shyvers machine. We enjoy having these coin machine authorities visit us. We not only enjoy their fine company but every visit makes us broader in our knowledge of the industry we strive to serve.

Automatic Extends Terms

The Automatic Amusement Company, which recently opened its Texas house at 1304 Throckmorton street, Fort Worth, under a policy of jobbing machines exclusively and maintaining large stocks of machines so as to make immediate deliveries to professional operators, have just announced a furtherance of their service to operators through the formation of a plan for the extension of credit to reliable trustworthy operators to enable them to purchase their new machines for expansion purposes on liberal terms.

"We owe our existence to the small independent operators, who after all form the backbone of this industry," states Miss Helen Savage, manager of the Fort Worth house, "and to those operators that have a clear record in past business transactions, we are glad to offer the benefits to be derived from our plan of financing the operators for expansion in their territories. We realize that lots of times worthy operators have an opportunity of making a safe, sane business expansion and are held back because of lack of finances available at the very moment. In such cases we will be glad to co-operate with our customers by the extension of liberal terms with the idea of enabling them to take advantage of the opportunity that is offered and which usually will not wait."

"While we expected an immediate increase in our business," further states Miss Savage, "as a result of the establishment of our Fort Worth office to serve Texas and Oklahoma operators, we were absolutely amazed at the volume of this business given us during the past month. A large amount of business was received from operators who had never traded with us before the establishment of our Fort Worth house and it has been a real pleasure for us to be able to serve so many new customers, many of whom frankly told us that they were giving us their business because of our straight-forward policy of doing business."

MRS. BUCKLEY

The many friends of Jim Buckley, sales manager of the Bally Manufacturing Company, will be grieved to learn of the death of his mother on October 10, 1934. Jim's mother was 73 years of age and had been ill for some time.

NEW MARVEL COIN CHUTE IS AROUSING RECORD INTEREST

The C.B.M. Engineering & Mfg. Co., 4243 West Lake street, Chicago, reports an abundant amount of rush inquiries on their new Marvel Coin Chute. According to an executive of the concern, not only are operators manifesting intense interest, but also a great many manufacturers who are constantly on the alert to give their customers the latest and best in valuable operating improvements. It is said that the new Marvel embodies such important features as returning slugs with holes and slots perforated through the center or sides. This type of slug has been the bane of many an operator in the past, due to the fact that the slug with the hole has a bad habit of putting most coin chutes out of commission until disengaged. Then too, the new Marvel always shows the last coin played through a powerful magnifying lens located on both sides of the visible display chamber.

The golfer who has paid up his club dues, settled for some lessons and bought an entire outfit, found it hard to believe that the game started in Scotland.—Typo Graphic.

START TODAY! Turn Those Slugs into CASH! The New

MARVEL *COIN CHUTE*

Is Bound to Protect All of Your Income!
Precision Built By Experts High Chromium Finish—Perfect in Detail
Never Out of Order

Each new day that brings more slugs and trouble your way—means Time and Money lost. Realize the savings you'll make with the New MARVEL Coin Chute. Pocket those profits that were formerly losses. The MARVEL will do it for you!

USE THIS COUPON — MAIL IT TODAY!

C. B. M. Engineering & Mfg. Co. W
4243 W. Lake St., Chicago, Ill.

Gentlemen:—Hurry Full Details on your New MARVEL Coin Chute without obligation to me.

NAME .....

CITY.....

W STATE.....

BALLY APPOINTS FOR-TEX

Bally Manufacturing Company announce the appointment of the For-Tex Mfg. and Sales Company, Medical Arts Building, Fort Worth, Texas, as one of their jobbers to handle the wide line of machines manufactured by the Bally firm.

A. E. Ritchey of the For-Tex Company was particularly impressed with the profit possibilities of the Red Arrow payout table and is anticipating record sales on this machine throughout the West Texas territory and has placed a large initial order with the Bally Company so as to be in a position to give immediate deliveries on quantities of machines.

ROLFE STANLEY JOINS AUTOMATIC

The Automatic Amusement Company announces the appointment of Rolfe Stanley as their Gulf Coast representative for the states of Louisiana, Mississippi, Alabama and Florida. Mr. Stanley will make his headquarters in New Orleans at 2814 Broadway. Large stocks of the best machines will be carried by the Automatic Company in their New Orleans warehouse for immediate shipments to Gulf Coast points.

Mr. Stanley was recently victor in a contest with the officials of the city of New Orleans and introduced evidence to the Federal court sustaining the Rocket and Champion machines as automatic payoff tables of skill and obtained a decision whereby operators may operate the Rocket and Champion machines in the city of New Orleans. Mr. Stanley plans to offer his services in helping operators get favorable decisions on Rocket and Champion machines in other Gulf Coast territories and requests operators to take any of these matters up with him personally.

Northwestern

THE Merchandise machines that possess the highest quality. They have long been the leaders in the merchandise field.

QUALITY-BEAUTY
DEPENDABLE
MONEY MAKERS
PRICED RIGHT

We Can Make Immediate Shipments

FOLSOM & BROWN
DISTRIBUTORS
Phone 2-1044
1327 McKinney Ave. DALLAS, TEXAS

New Payout Pin Game Features Fast Action

● Speedy play—12 to 15 seconds per game—is the outstanding feature of Red Arrow, new automatic payout pin game just announced by Bally Manufacturing Company. Describing his latest offering in the automatic payout class, Ray Moloney, Bally's president, declared that Red Arrow will cause operators to revise all previous notions of earning power. "Strictly a skill game," Ray declared, "with a fascinating pin layout—yet it is possible to play from 100 to 200 or more games an hour. And for looks, I'm convinced that Red Arrow will be hailed as the world's most beautiful coin machine. The cabinet is colorful and modernistic, yet rich and dignified, with natural wood trim and routing or scoring to accent the design. The payout mechanism, of course, is the same as used in Rocket and Champion—the only pin game payout mechanism that has been proven absolutely bugless by thousands of machines in operation, many of them more than a year on location. One Red Arrow, tested in a Chicago restaurant, took in $11.75 in a single noon hour. Another machine in a country tavern, took in $105 in one day. These reports may be hard to believe, but they are actually conservative, and I'm convinced that many operators with real live spots will be able to top these figures when they get their Red Arrows on location. Delivery will begin October 23, and although we have already booked orders for several hundred machines, we expect to be able to make prompt shipments, as a large part of our factory will be devoted exclusively to Red Arrow."

WANTS USED PENNY COUNTER

W. F. Daniels, 2028 Western avenue, Fort Worth, Texas, one of Texas' leading operators, wants to purchase a good used penny counter. Must be in good condition.

A CALL TO TEXAS OPERATORS

Every Texas Coin Machine Man Should Answer This Call Now

The secretary of the Texas Coin Machine Operators Association, along with several other leading coin machine men of Texas, was in Austin, Sunday, October 21, at which time they met with the Centennial Committee and introduced to them a coin machine tax bill for the state of Texas. Comptroller Sheppard favored the draft and it is really thought that the license law presented will pass without any trouble. If this law passes it will make operating in Texas a paradise for operators. It will be one of the best moves ever made for the established operators and distributors.

The secretary of the Texas Association, John Backman, 5400 Goodwin avenue, Dallas, states that this has cost a lot of money as two attorneys had to be employed as well as other extra expense. In order to get this law over it is going to take more money and every Texas operator, distributor and jobber is called on to send a donation from a dollar up to Mr. Backman at his Dallas address at once. Do not delay this assistance as we have only a few days to act on this tax question and unless we get this license bill through we will all have to pay taxes on all machines since August 1, 1933. If all will help just a little we will win out. Mail your donation at once.

DALLAS FIRM DISTRIBUTES WHIM

The Factories Sales Company, Dallas, Texas, are distributors of that new electric counter game, Whim. The unit is a counter model with attractive front, playing field and cabinet. It is a four-coin machine taking pennies, dimes, nickels and quarters. On locations, where the machine has been given severe test, it has stood the "gaff" and proved itself to be a money maker. This new model really looks like a winner.

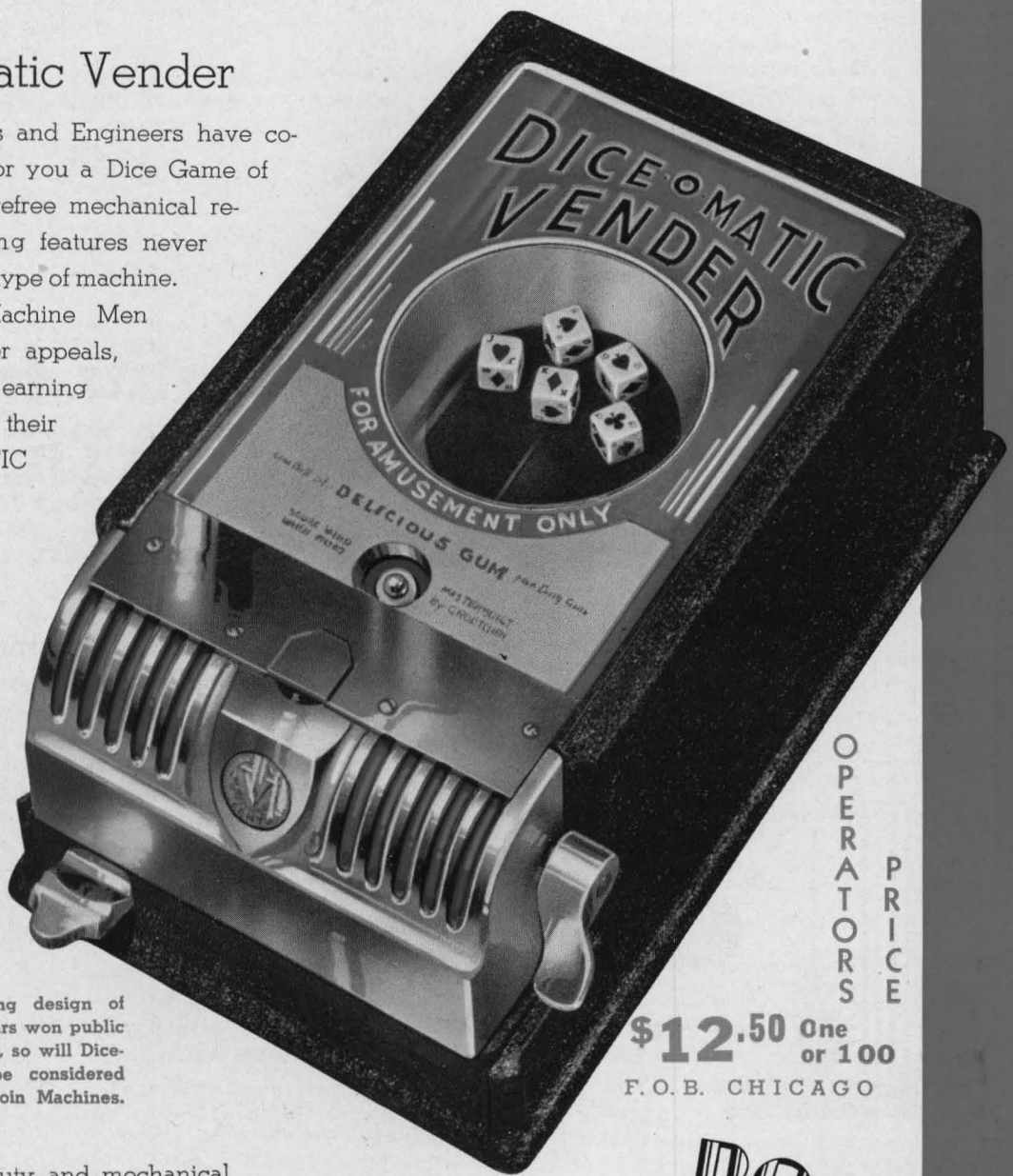
Dice-o-Matic Vender

"MASTERBUILT BY GROETCHEN"

From the famous GROETCHEN *workshops comes this newest Masterpiece:*

Dice-o-Matic Vender

For months, Designers and Engineers have co-operated in creating for you a Dice Game of Superb Beauty, of carefree mechanical reliability, incorporating features never before equalled in this type of machine. Experienced Coin Machine Men carefully tested player appeals, location performance, earning capacity. The result of their efforts is DICE-O-MATIC VENDER. The Game of today and tomorrow.



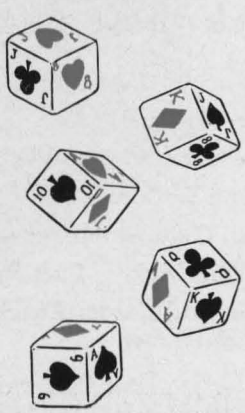
Just like the daring design of Chrysler Airflow Cars won public approval over night, so will Dice-o-Matic's Beauty be considered the last word in Coin Machines.

OPERATORS PRICE

$12.50 One or 100

F.O.B. CHICAGO

- Not satisfied with Beauty and mechanical excellence, our Designers set to work to incorporate a thrilling new Player Appeal into Dice-O-Matic; from their efforts resulted the brilliant idea to combine the proven Amusement features of Dice and Poker in a brand new creation: POKER DICE.
- Poker Dice have the regular Poker Card Symbols, each face of the five Dice is different; you will find your Ace of Spades, or your Queen of Hearts, your Ten of Clubs or your Jack of Diamonds. These Symbols have been arranged skillfully on the five Dice in such a way, that every Poker Hand from Two Pairs to a Royal Flush may be obtained.



POKER DICE PRODUCE PROFITS FOR YOU!

GROETCHEN TOOL COMPANY

Manufacturers of Fine Coin Machines

126 NORTH UNION STREET . . CHICAGO, ILLINOIS

POKER DICE

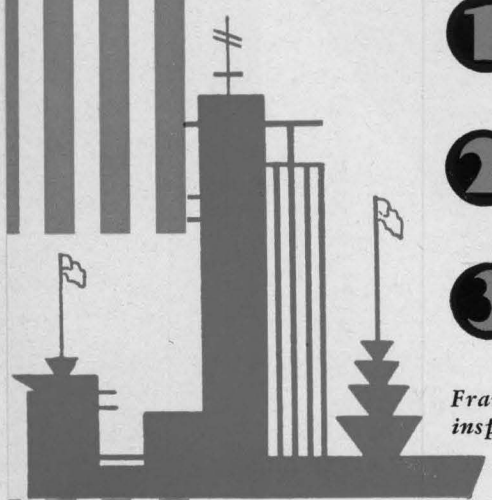
a brand new Idea in Dice Games

- Never has there been a more thrilling counter game than Dice-o-Matic with the famous GROETCHEN—designed Poker Dice.
- Instant player response greets each new Dice-o-Matic put on location.
- Watch them crowd around this marvelous machine: Zip—there they whirl, Hearts and Spades, that Jack of Diamonds, there goes the Queen of Hearts—too bad, just one symbol short to make a straight flush.
- ZIP—lets try again. There is excitement for you—suspense—continued interest—profits.
- Remember all Poker Hands are possible, including Royal Flush.

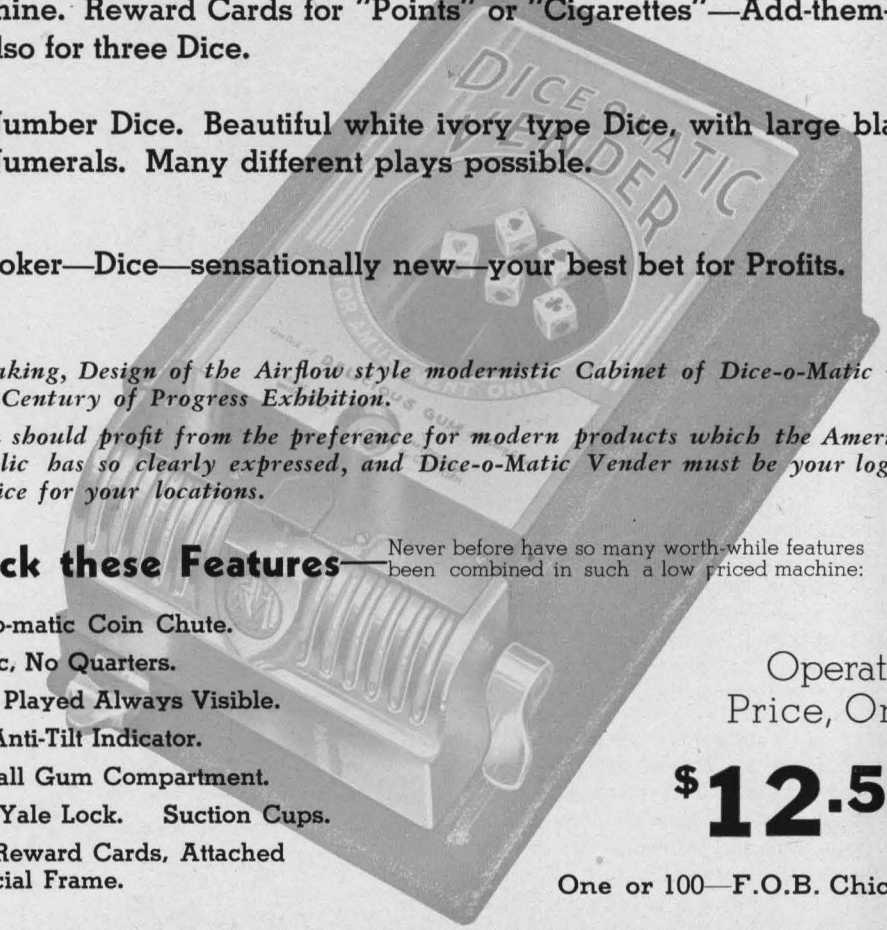
Sensational Profits from DICE-O-MATIC

Three Different Sets of Dice Furnished with Each Machine

Triple your Profits on each location



1. **Customary Spot Dice. Five Spot Dice furnished with each Machine. Reward Cards for "Points" or "Cigarettes"—Add-them-up also for three Dice.**
2. **Number Dice. Beautiful white ivory type Dice, with large black Numerals. Many different plays possible.**
3. **Poker—Dice—sensationally new—your best bet for Profits.**



Frankly speaking, Design of the Airflow style modernistic Cabinet of Dice-o-Matic was inspired by Century of Progress Exhibition.

You should profit from the preference for modern products which the American public has so clearly expressed, and Dice-o-Matic Vender must be your logical choice for your locations.

Check these Features—

Never before have so many worth-while features been combined in such a low priced machine:

- **New Roto-matic Coin Chute.**
- **1c, 5c, 10c, No Quarters.**
- **Last Coin Played Always Visible.**
- **Positive Anti-Tilt Indicator.**
- **Roomy Ball Gum Compartment.**
- **Genuine Yale Lock. Suction Cups.**
- **Colorful Reward Cards, Attached in a Special Frame.**

Operators Price, Only

$12.50

One or 100—F.O.B. Chicago

FOR IMMEDIATE DELIVERY YOU SHOULD ORDER AT ONCE

GROETCHEN TOOL COMPANY

Manufacturers of Fine Coin Machines

126 NORTH UNION STREET . . CHICAGO, ILLINOIS

Through The Halls of Memory

● A few months ago we carried a story on machines and events that were in evidence several years ago. This story was enjoyed by many of our readers and the WORLD'S FAIR of England commented upon it. Seeing that the boys liked the article we thought it would not be out of line to take our readers for another little stroll through the hall of memory. So let's go.

We are back now to 1930 and 1931. Look what's taking place. Flatbush Gum Company launches a prize certificate plan, giving such premiums as operators' repair kits, bench buffers and grinders, while the Field Paper Products Company of Peoria, Ill., offer their Four Penny Jacks and Baby Jackpot Skill Vender. Roberts Novelty Company, Utica, N. Y., advertises reserve attachments for front venders and the Liberty Mint Company, Cincinnati, were going after the ops' business on mints. Lee Jones was telling the boys to "bring home the bucks" with a Seeburg Audiphone, AUTOMATIC WORLD was fighting for its subscription growth and Harry F. Unley, Edgewater Park, N. J., was writing articles for coin machine mags. O. D. Jennings & Company was offereing their perfected jackpot with new check rejector, John Goodbody was advertising slum and grab-bags while Coinmatic Corporation, Syracuse, N. Y., had just announced their unique Radio Rifle. Marble games were an unknown creature.

Peo's Basket Ball counter unit was keeping the boys up late down at the corner drug store, while at the same time he blazed forth with that greatest little sensational wonder "Whirl Wind." The Coin Machine Operators Association was ballyhooing for the big show coming up at Hotel Winton, Cleveland, Ohio, where only legal equipment was allowed to be exhibited. Not a slot seen in the entire show. Arthur H. DuGrenier, Haverhill, Mass., was offering a single column selective cigaret vender, D. Robbins & Company was telling how good his "Indoor Striker" was and Texas was blasting out with midget pool tables. P. H. Kennedy, Wright City, Mo., offered a unique hydraulic gripper and Kue-Golf was being made down in Greensboro, N. C. National Vending Machine Operators Association, Chicago, was talking their show and convention which was held at the Palmer House, February 9, 10 and 11. On top of a show at Cleveland and the Chicago in February, 1931, the Vending Machine Manufacturers Association of America were advertising their gathering which took place at Hotel New Yorker, New York City. Three shows held during 1931. F. C. Ewing opened the first jobbing house in Texas, not a jobber was listed in any manufacturer's advertising and Pulver Company, Rochester, N. Y., was saying "hold everything for the new Clark model." J. W. Calvert, Baltimore, offered a silly little baseball game that never got started and a very attractive counter model made its entrance called "Information." It was along the line of "Believe it or Not." There's an idea. Both operators' associations buried the hatchet at Cleveland and went home with a new name. It was Automatic Merchandisers Association and S. F. D. Meffley was selected as managing director to guide the future of the newly consolidated organization.

However, the entire arrangements were short lived and terminated in each association entrenching itself in its own quarters. Mr. Meffley went hunting for another job. Wolf's Automatic Sales was one of the leading jobbers of New York City and Buddy Sales Corporation was offering the Ferris Wheel. C. D. Fairchild, Syracuse, N. Y., announced his "Bat-A-Ball" which was an attractive counter model, Alamo Novelty Company was shipping midget pool tables out of San Antonio by the car-loads and Exhibit was telling the ops that there is only one Iron Claw. Jennings announced their new "Rockaway Ball Gum Vender" and Pace Manufacturing Company was offering four spiral type counter games called Boop-A-Doop, Whiz-Ball, Play-Ball and Pen-Nee-Golf. Ford Vending Company, Lockport, N. Y., was selling plenty of ball gum while the Zapp Manufacturing Company, Dallas, broke out with the miniature pool table fever. Southern Confection Co., Memphis, Tenn., was doing a big jobbing business and Texas had about 200 operators.

USED

Machine Specials

10 Autobanks - $50.00
5 Rockets - - - 30.00
15 Lightnings - 25.00
10 Jr. Contact - 35.00

All machines guaranteed to be in perfect condition
One-third Deposit with Order

Birmingham Vending Co.
P. O. BOX 2005
1902 North Eighth Avenue
BIRMINGHAM, ALA.

Marcus Says

THERE'S ONE THING
SURE
Markepp

Will Not Compete for Your Locations

WE DO NOT OPERATE!

WE DO NOT SELL TO LOCATIONS ! !
WE SELL WHOLESALE ONLY TO OPERATORS ONLY ! ! !

THE MARKEPP COMPANY, Inc.

3902-4-6-8 Carnegie Avenue CLEVELAND, OHIO
1410-1412 Central Parkway CINCINNATI, OHIO

AUTOMATIC WORLD

120 St. Louis Avenue

FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

An independent, nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

AARON SMITH - - - - - - Business Manager
O. J. BRANCH - - - - - - Advertising Manager
TOM MURRAY - - - - - - - - - - - Editor

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Advertising Rates Furnished Upon Request

The National Magazine of the Coin Machine Industry

A WORD TO THE WISE

● Mr. David C. Rockola released to the Southern operators in the September issue of AUTOMATIC WORLD, a very interesting message. It is easy to understand why Mr. Rockola selected AUTOMATIC WORLD as the exclusive medium for carrying his message to the members of the coin-operated machine craft in the great Southern empire. He recognizes the fact that AUTOMATIC WORLD offers a complete coverage of this vast and fertile coin machine territory.

The great South and Southwest empire is the richest coin-operated machine territory in the entire United States. In these rich states there is business for you. Are you getting it? Maybe you are eking out a little business from this territory but are you really receiving the quota that is due you? AUTOMATIC WORLD is the coin machine trade journal that can swing this business your way. It is the medium that has a blanket coverage of this section.

However, we do not want you to lose sight of the fact that along with complete coverage of the South and Southwest, AUTOMATIC WORLD also gives you a NATIONAL circulation. When you advertise in our publication your message goes into every state in the U. S. A. as well as Canada and fifteen foreign countries. When you give fair consideration to our quality circulation and broadness of our distribution you are forced to admit that AUTOMATIC WORLD advertising space is the best space buy offered the coin machine industry.

There is no use for our going further into this matter. If you are a farsighted business man, and we believe you are, you cannot help but see the possibilities that are in store for you down South and AUTOMATIC WORLD is the medium that will bring this business to your desk.

Last forms for our November issue will close on November 20th.

ON TO THE BIG SHOW

● Keep in mind the big event that is due to unfold at the Hotel Sherman on February 18, 19, 20, 21. It is the big annual Coin Machine Exposition and get-together of coin machine men from all over the world. This year's show promises to draw members of the industry from every foreign country in the world and will chalk up the largest attendance from every state in America that has ever attended the annual showing of coin-operated equipment. Make your plans to attend. Don't miss it.

KEEPING THE RECORD STRAIGHT

● More or less has been said regarding the introducing of the standard magazine size, among the coin machine trade papers which the three leading coin machine magazines now use. Regardless of who claims this distinction AUTOMATIC WORLD was the second coin machine trade paper to introduce the regular standard size. The first to offer this standard size to the industry was the AUTOMATIC MERCHANDISER, a coin machine magazine sponsored by the National Operators Association, and which ceased its activities several years ago. AUTOMATIC WORLD was the next publication, catering to the coin machine trade, to offer the industry the sensible standard size journal.

Anyone who has been a member of our industry for the past six years knows that this is the real truth regarding the introduction of the standard size journals. The coin machine industry can lay claim to a string of the best trade papers of any industry. True enough, our rates are very low when compared to other trade papers covering other industries, but the entire coin machine craft should be proud of its trade magazines and every one of them should be given credit for the class of production that is in evidence with each issue.

Of course we believe that AUTOMATIC WORLD is the best all-around journal of them all, and we feel proud of the fact that we have proven ourselves leaders. We were the first to use staff writers as well as being the first to launch a rigid campaign for the selling of equipment through distributors and jobbers. We have fought the sale of machines to locations and have always stood for the rights of the professional operators.

US FOLKS

● At the bottom of a business depression most of us think and act quite differently from what we do at the top of a business boom.

When business is depressed we are depressed. We are cautious, thrifty, and industrious. We warn our families against extravagance. We apply ourselves diligently to our jobs. We live within our incomes.

When everything has been going well for a few years we start to act foolish. We live up to the last penny we earn. Not satisfied with what we earn, we give a willing ear to our neighbor's tale of how much money he has made in the stock market or in real estate. We withdraw our savings and decide to go after some easy money. Then we become slightly indifferent toward our regular work. Our initial speculations turn out so profitably that we indulge our families in luxuries that could not possibly be gratified from our normal income.

In each crisis, millions of others act exactly as we act. That is why it seems that booms and depressions are inevitable.

MANUFACTURERS TO BE PRAISED

● The coin machine manufacturers are to be praised instead of censured. They plan, study and labor day and night that our industry might exist. Every machine that they bring out is not a success. They have their trials and headaches just the same as the jobber and operator, yet we are all prone to take a crack at the manufacturers when things go wrong. Let's keep in mind the fact that they are a necessity and not a liability. More power to our reliable manufacturers.

California Flashes Again!

OUT OF THE WEST COMES THE BEST

MAJIK KEYS KICKER

THE BIGGEST HIT IN PIN GAME HISTORY

The most novel ideas ever incorporated in any pin game are presented in MAJIK KEYS KICKER. This predominance of the unusual makes this game a prime favorite on every location. Balls are actually projected into various holes. Suspense is carried to the very last ball. MAJIK KEYS KICKER is the ONLY game with the possibilities of winning at the top and bottom of the playboard.

Absolutely the Greatest of All Values

STANDARD
19x38
$39.75

JUNIOR
22x44
$49.75

Leading the Field in Demand and Money Making Ability

Specifications

- Fine Inlaid Veneer Cabinet
- Solid Mahogany Legs
- Cheat-proof Visible Coin Chute
- Fool-proof Ball Lift
- Chromium Metal Work
- Anti-tilt
- Two-tone Playboard

There are 5 key holes at the top of playboard. Balls falling into key holes open up corresponding locks which opens the way for the pay center holes.

At the bottom of the playboard is an Electric Kicker which projects all balls coming into contact therewith to the possible high score numbers at the lower end of table.

Majik Keys Kicker is truly a fascinating game. It offers a combination of skill play and luck that is irresistible. A player can win with last ball projected into 5000 hole. Get set today with Majik Keys Kicker, a consistent money maker.

BUY FROM YOUR NEAREST JOBBER

TRIMONT COIN MACH. CO., Boston, Mass.
SOL GOTTLIEB CO., Los Angeles, Calif.
NATIONAL COIN MACH. CORP., Baltimore
M. T. DANIELS, Wichita, Kansas
BOYLE AMUSEMENT CO., Oklahoma City, Okla.
MORRIS NOVELTY CO., St. Louis, Mo.
WALKER SALES CO., Fort Worh, Texas
OPERATORS AMUSEMENT COMPANY, Dallas Texas
INTERNATIONAL MUTOSCOPE CO., New York City

Allied Amusement Co.

1228 South Olive Street **Los Angeles, Calif.**

You'll line up more paying locations with the

WURLITZER-SIMPLEX

COIN-OPERATED AUTOMATIC PHONOGRAPH

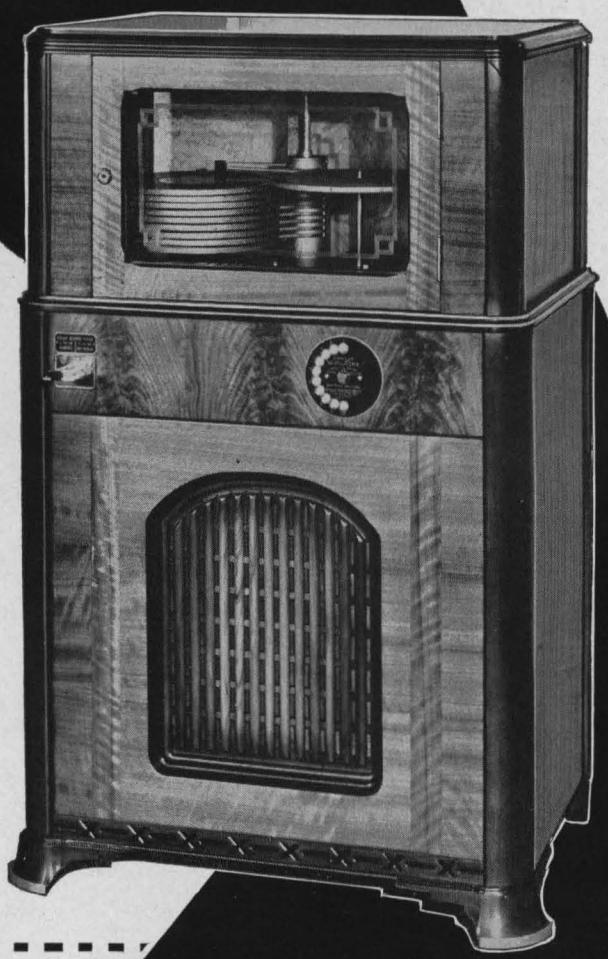
HERE'S a music-vendor that will satisfy any location—an automatic phonograph with plenty of class for any type of customers.

The Wurlitzer-Simplex is as strong on appearance as it is on performance. The handsome cabinet of beautifully matched walnut veneers commands attention and fits into any interior. It's easily handled—yet amply large to be impressive—48½" high, 30¼" wide and 20¾" deep.

It's tone can't be matched for beauty and realism—and its mechanical simplicity and efficiency are unrivalled, reducing service calls to the minimum.

And—don't forget the Multi-Selector—the exclusive Wurlitzer-Simplex feature which enables patrons to select from one to ten recordings at a time and repeat them if desired—buying a full hour's entertainment at once.

Operators all over the country are doing record-breaking business with the Simplex—piling up bigger profits—lining up more paying locations. If you want a year-round proposition that is proving itself the biggest money-maker in the field today—you want the Simplex story. Don't delay — every day you wait costs you money. Write, wire or phone us today for full details of the Wurlitzer-Simplex Proposition.



THE RUDOLPH WURLITZER MFG. CO.
NORTH TONAWANDA, NEW YORK

The Rudolph Wurlitzer Mfg. Co.
North Tonawanda, N. Y.

Rush me the Wurlitzer-Simplex Story. I want more paying locations.

Name _____

Address _____

City _____

State _____

WURLITZER SIMPLEX

COIN-OPERATED PHONOGRAPH

WINNER

A. B. T.

Announces

The WINNER

● It's here . . . the WINNER!!! And how! WINNER is the "natural" of all the ***new*** tables for 1934 . . . a go-getting, fast action, money-grabbing success without a peer.

● On actual test in over 100 Chicago locations, WINNER has consistently taken the play away from every competing ***new*** table on the market. Strong talk . . . but you can prove the facts for yourself on a 10 DAY GUARANTEE!

● WINNER is a straight, out and out skill table . . . no whirligigs, contraptions, nor monkey business. Eight separate and distinct skill shots. The playing public, tired of novelty tables, has taken to WINNER with an enthusiasm seldom if ever equalled.

SEND FOR A SAMPLE WINNER QUICK. GET INTO THE BIG MONEY.

With the WINNER table breaking all precedents, getting play such as no other ***new*** machine is getting, obtain this table without delay. Put it into a choice location and take in more cash in a shorter space of time than you ever did before.

Special Feature . . . SCORE CONTROL!!

Ever have to ***raise*** a score? Not so bad to ***lower*** 'em. But raising disgruntles players and loses locations. You never change a score card with WINNER. In two minutes you can adjust the WINNER playing field to any scoring you want. ***Leave the card as it was!***

Get Every Nickle of Profits Coming To You

WINNER has the exclusive A.B.T. Totalizer. Locations absolutely have to play fair. The Totalizer prints a hidden record of every game played, giving the exact score for each, all printed out. Check this record when you collect. Simple. ***But watch your profits shoot up!***

Present A. B. T. Operators, Attention

If you have A.B.T. machines with a playing board of 17 inches by 34 inches, you can purchase the WINNER playing board separately. It will fit into your present cabinets as an INSERT. Write for price.

WRITE TODAY FOR PRICES—DETAILS

Don't fail to get information about WINNER. Act promptly. Orders for WINNER are taxing production. Operators who have seen WINNER say it's the best bet in years.

A. B. T. MANUFACTURING COMPANY

3311-19 CARROLL AVENUE **CHICAGO, ILLINOIS**

Manufacturers, Wake Up!

By M. M. MARCUS

Mgr., The Markepp Co., Cleveland

● The writer has given considerable thought to the greatest need of the coin machine business—a need that has been felt for a long time but is growing vital to the life of the industry.

The coin machine trade needs a legal head. It requires the services of a well-informed legal adviser who will take up the cause of the coin machine operator whenever and wherever the necessity presents itself. The legality of one type of amusement game or another is constantly being challenged, first in one part of the country and then in another, according to the whims and fancies of the local authorities. There never was a business yet that better illustrated the saying of a clever writer, whose name just slips my mind, that morals are merely a matter of geography. What is right in one place is wrong somewhere else. Digger type machines are taboo here, and marble games there; one town passes an ordinance making penny machines illegal because children are tempted to play their pennies into them, and not far away another town outlaws everything but penny machines because playing coins of a higher denomination constitutes gambling. What inconsistency! As the spirit moves them, so the city fathers make their laws.

Therefore we need a Landis for the coin machine industry. We need a leader who will be to this business what Landis is to baseball—who will guide this industry and give it legal counsel at any time, wherever the occasion arises. It seems incredulous that an industry of this kind should not have at its command legal counsel to come to the aid of any community where unfavorable legislation threatens the livelihood of the operator and the business of the manufacturer.

Wake up, manufacturers! It is you who should get together and engage an attorney who could be sent to the assistance of any community in the United States when the need arose. You are losing a lot of business because no attorney in the country has a complete file on this business. The Cleveland situation is one of the worst ever encountered, and it could have been settled long ago if we had had the aid of properly informed counsel. As it is, we have been experimenting with local attorneys who knew nothing about the business, causing undue delay in getting the operators back to work and the loss of thousands of dollars' worth of business to the manufacturers.

I cannot urge you too strongly, Mr. Operator, to have your local association get in touch with the manufacturers and demand a Landis for this business. The manufacturer is deeply concerned because where coin machines have been outlawed he is losing business.

I am heartily in favor of a small tax on each machine to be tacked on by the manufacturer, to establish a fund for counsel fees. Twenty-five or fifty cents added to the cost of a machine would hardly be felt, and would be a painless way of collecting a substantial sum. In this way we could command the services of the finest legal talent.

As it is now, no one community is sufficiently able, financially or otherwise, to cope with any difficul-

SUBWAY

Genco's Greatest Thrill-Action Pin Game

ONLY $29.50

WHY PAY MORE ?

RUSH YOUR ORDER TO US TODAY

GUARANTEED SHIPMENT SAME DAY ORDER RECEIVED

ANOTHER SUPREME 1c SPECIAL

Genco's Official

BASE BALL--1c

WHEN YOU BUY A SUPREME REBUILT

KNICKERBOCKER at $22.49

BOTH MACHINES COST YOU ONLY $22.50

Knickerbocker is the ONLY low priced machine that completely adds the total score on one single unit totalizer. A prize winning game! It does everything! ORDER TODAY—Send $5.00 Deposit—Balance C.O.D.

Genco's Exclusive Metropolitan New York Distributor

Supreme Vending Company Inc.

557 ROGERS AVE ● BROOKLYN, N. Y.

—BRONX BRANCH—

1416 Webster Ave., Bronx, New York City—Marty Rosen, Manager

ties that may arise. They may be able to compromise in one way or another with local politicians, but at best it is only temporary relief and they never can tell where they are. But with a powerful backing from a central source they should accomplish permanent results.

The manufacturers themselves should make haste to get together on these lines, for they are willing to admit that they are getting tired of being asked individually and collectively to contribute to various local units to fight unfair legislation. They realize that this is striking in the dark, and if they were to join forces merely to the extent of establishing a common fund—they could do more with the operators' money (in the form of a tax) than they have ever been able to do heretofore with their own contributions.

What do you say, boys? Are you willing to pay a small tax on each machine you purchase, with the understanding that the manufacturers are to use the money to pay for expert legal service to keep you and themselves in business? All in favor say "aye."

WATLING PRODUCTS IN DEMAND

To state that "Watling products are in demand" might seem silly to some folks, especially those who have known all these years that Watling products have always been in demand, but nevertheless, right at this time, when so many inferior products are in evidence, Watling's dependable goods are really appreciated. The famous Watling springless scale is a conversation topic every where operators huddle together and down in Texas, Lonnie Dewees of Houston and Mr. Winn of Fort Worth are making scale history with Watling scales. All other Watling products are receiving a nice reception, not only in the Southwest empire but all over the world.

LIKES OUR WAY OF HANDLING ASSOCIATION NEWS

A letter from C. S. Darling, secretary, National Association of Coin-operated Machine Manufacturers, states that he likes the method of handling Association news, as it appeared in recent issues of AUTOMATIC WORLD. We are always anxious to present all news matter in a way that pleases and we appreciate the kind expression from Mr. Darling.

S. & F. SALES COMPANY MOVES

The S. & F. Sales Company have moved from their former location to 797 Coney Island avenue, Brooklyn, N. Y. H. A. Fabricant, owner and manager, invites operators to visit them and get acquainted with the super service they offer. The S. & F. Sales Company deliver. Their phone is BUckminister 2-1887.

HAZARD

is increasing in popularity Month after Month

Everywhere this National Dice Machine is meeting with phenomenal success! Its unprecedented earning power has been proven by successful operation in hundreds of scattered locations.

GET IN ON FALL AND WINTER PROFITS NOW!

Right now is the time to get these profit makers on location for Fall and Winter. Three interchangeable Reward Cards—HAZARD—EVEN UP—BIG SIX—and penny play keep this machine in popular favor. Its small size and big profits get it the best counter space in any location.

ABSOLUTELY GUARANTEED; SOLD ON 10-DAY TRIAL!

Order machine on our 10-Day Trial Plan . . . put on location. If you haven't received reasonable return on your money in that time, send it back, transportation prepaid, and we will refund your money. ORDER NOW.

BARGAINS IN USED MACHINES!

200 Mills 5c Play Silent Escalator Front Venders.

65 Mills 10c Play Silent Escalator Front Venders.

40 Mills 25c Play Silent Escalator Front Venders.

These machines are all late serials. Every one entirely reconditioned. All metal parts polished and plated. Sold on a money-back guarantee. Prices on request.

25 Mills Extraordinary Mystery and Standard Payout Front Venders, Used less than two weeks. Guaranteed just like new, at $75 each.

100 Mills FOK Venders. Reserve Jackpots, some with return coin heads and free play. Perfect condition. Serials just under 260,000. Priced, while they last, at only $22.50 each.

50 Little Duke Bells and Venders. High serials. Return coin heads. Each $30.

Penny play Jennings Little Duchess with Reserve Jackpots and return coin heads, or Pace's penny play Reserve Jackpots, each $30.

25 Mills Reserve Jackpot, 25c Play, Bells. Each, $12.50.

100 Miscellaneous Bells and Venders Priced up from $12.

One-third Deposit Required with All Orders

1c Play Only $8.00 Each
Plus 10% Tax, ($8.80)

Stands, open and closed; single and double cabinets; reel strips, percentage regulators, Veeder counters, ball gum, etc.
Write us your needs.

THE NATIONAL COIN MACHINE EXCHANGE

2137 Tryon Lane
TOLEDO, OHIO

Watch for Announcement of Our New DRAW POKER Machine

Allied Amusement Co. Introduces Majik Keys Kicker

In the modern pin game the player must be given a game that will sustain interest to the last ball played if operator, location, jobber and manufacturer will profit from the sale of the game.

With that thought in mind the Allied Amusement Company of Los Angeles is offering to the trade an entirely new and different idea in pin game construction. The game is called Majik Keys Kicker and the name describes the game. Key holes are arranged at the top of the board, which, when made, open up gates that allow balls to roll into higher score pockets. The action is entirely mechanical, noiseless and a real thrill to see.

Interest is sustained to the very last ball for the game is provided with an electric kicker located at the bottom of the board which propells balls up the board to higher score holes at the lower end of the playing field. On Majik Keys Kicker it is absolutely possible to win a poorly played game with the very last ball.

Operators have been quick to realize the money making potentialities of this game and thousands of them are now on location throughout the country. R. S. Diller, head of the Allied firm, states that his firm is now capably represented by jobbers throughout the nation and that operators will experience no difficulty in getting Majik Keys Kicker from their nearest jobber.

OHIO MODEL, No. 50-A

Ohio Vending Machine Co.
Columbus, Ohio

OHIO MACHINES MAKING A RECORD

The Ohio Peanut and Ball Gum machines manufactured by the Ohio Vending Machine Company, Columbus, Ohio, are making a real record as to their public appeal and dependable service. The machines are of an attractive size and finish and operators will not go wrong on Ohio machines. Their address is 1708 Bryden road, Columbus, Ohio.

PACE MANUFACTURING CO. VARIETY OF MACHINES

The Pace Manufacturing Company, 2909 Indiana avenue, Chicago. offers the largest variety of coin-operated equipment of any firm in the manufacturing business. They lay claim to 100 models now selling or in course of production. They are one of the oldest established coin machine manufacturers in the industry and their experience is to be highly appreciated by all operators throughout the world.

The Pace Manufacturing Company not only does a tremendous business in the United States, but their books show a surprising volume of business coming from Canada and all foreign countries. Their products are staple, backed up with quality, yet designed and perfected to meet the progressive times and the playing public's demands. They occupy their own large plant and no factory is better equipped to produce coin-operated equipment than they.

Readers of AUTOMATIC WORLD will find advertising carried by this progressive firm in each issue during the months to come. If you are not on the mailing list of the Pace Manufacturing Company, write in and receive their latest information which they will gladly send you.

Vernon: "Grandma, if I was invited out to dinner somewhere, should I eat my pie with a fork?"

Grandma: "Certainly, Vernon."

Vernon: "You haven't got a piece of pie around the house that I could practice on, have you, Grandma?"

Form 2675

5¢ A SALE 5¢

Send for Brand New

PRICE LIST CATALOGUE

NEW BOARDS • NEW IDEAS • NEW PROFITS

CHAS. A. BREWER & SONS

The Largest Board and Card House in the World

6320-32 Harvard Avenue Chicago, U. S. A.

$1.00 No. 200 $1.00 No. 350 $1.00 No. 400 $1.00 No. 550 $1.00 No. 600 $1.00 No. 650 $1.00 No. 700 $1.00 No. 750 $1.00 No. 800 $1.00 No. 850 $1.00 No. 900

Now Ready
FOR QUICK DELIVERY

Now you can start cashing in on SPARK-PLUG. First few hundred machines shipped are getting sensational play --and repeat orders are pouring in! So rush your order today!

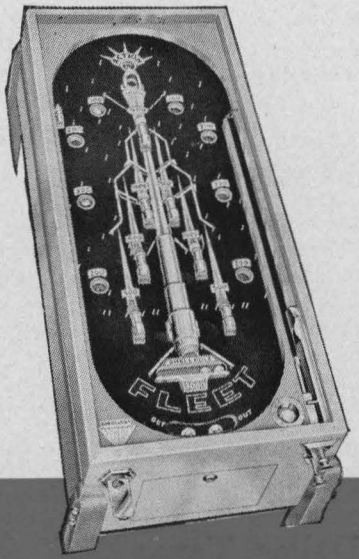
SPARK-PLUG
AUTOMATIC *Mystery* PAY-OUT

Runs 125 Races an Hour!
TAKES IN $50 TO $100 A DAY!

What a gold mine! Needs only about 1 SQUARE FOOT SPACE and takes in up to $100 daily! Odds range from 2-to-1 up to a juicy 20-to-1—and Mystery feature keeps the boys playing by the hour!

- GYP-PROOF—selector locks tight till next coin is deposited.
- TILT-PROOF—horses cannot be manipulated in any way.
- CHISEL-PROOF—winner stops right on the finish Line. No arguments about which horse is nearest.
- SLUG-PROOF—last three coins always visible.
- SIMPLE, NON-ELECTRIC MECHANISM.

A few SPARK-PLUGS will put you back on Easy Street. Get started now! Be first in your section!



FLEET—JR. and SR.

Balls are shot from cannons! Out-balls return when ball goes in Skill Hole. As many as 6 BALLS PROGRESS AT 1 TIME! Order this winner now!

JUNIOR (36 in. by 18 in.), each $36.50
SENIOR (44 in. by 22 in.), each 52.50

F.O.B. Chicago

Only $29.50
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F.O.B. Chicago
One-third with order, balance C.O.D.

ORDER FROM YOUR FAVORITE JOBBER

BALLY MANUFACTURING COMPANY
4619 Ravenswood Avenue CHICAGO, ILL.

Sure Enough!

It's in the Spotlight!

You can really "go to town" with Rock-Ola's new HOLD and DRAW!

It's a real beauty.

And a great money-maker.

HOLD and DRAW is one of the neatest, sweetest, fastest counter games ever placed on the market.

The cabinet is styled in the most modern manner. Finished in a rich coppery-brown enamel and set off by the flash and sparkle of gold and silver trimmings! That's the kind of beauty that can command the choicest locations in your territory for you.

● HOLD and DRAW Feature!

Incorporated in HOLD and DRAW is the exclusive feature of giving the player **2 spins for 1 coin.**

After the first spin, the player—by means of the five control buttons—can **hold** whatever cards he wants and **draw** new cards on the second spin. This free-spin feature makes HOLD and DRAW **the only game** that lets the player use his own skill and judgment . . . **the only game** that lets the player feel he can control the results.

● 5 Games in 1

With every HOLD and DRAW game you get five different sets of reels. There are the ever-popular Card reels—the tried and proved Bell Fruit reels—the fascinating Dice reels—the new Number reels—and the up-to-the-minute Cigarette reels.

● "1 PACK" Feature!

On the Cigarette reels, in addition to the regular symbols, there are the letters: 1 PACK.

Whenever the player gets a combination of these letters, he has the choice of two things: He can draw to complete the word 1 PACK—or else he can draw for a winning combination of the regular cigarette symbols. This is one more example of HOLD and DRAW'S many exclusive **play-inducing** features.

HOLD and DRAW is the finished result of advanced engineering. Of year-ahead construction.

To you this means sure and steady operation, satisfied locations, and greater profits.

● Special Facts!

HOLD and DRAW takes 1c, 5c, 10c and 25c coins . . . plays one hundred games an hour . . . takes in $1, $5, $10, and $25 an hour depending upon the coin played . . . has a BALL GUM vender and is suitable for all locations everywhere.

● Order Today -- Be First!

Southern operators are noted for their ability to act promptly. Here's a game that really deserves prompt action. It will hold the spotlight in every location where you place it. So be sure to get your HOLD and DRAWS at once and profit!

ELECTRO BALL COMPANY

Main Office : 1200 Camp Street, Dallas, Texas

BRANCHES:

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"COPS THE BEST LOCATIONS" !

"IT'S A WINNER" !

"FASTEST MONEY-MAKER EVER SEEN" !

"A BEAUTY ALL OVER" !

"WORKS PERFECT ALL THE TIME" !

"A LITTLE HONEY" !

"BRINGS IN THE CASH" !

"THE BEST EVER" !

"SPOTLIGHT" !

America's

Most Distinguished Counter Game . . .

29.50 ★

ROCK-OLA'S

HOLD AND DRAW

How Do You Pick a Counter Game?

By C. A. BOWMAN
Rock-Ola Manufacturing Corp.

● When you put out money for a counter game, are you sure it is the right one for your location?

Do you make sure that the game appeals to the player's imagination If so, you are on the right track.

Regardless of how mechanically perfect, how attractive, how small, how large, or how this and that a game might be, it simply doesn't amount to much unless it appeals to the player.

What good is mechanical dependability, if the game doesn't get enough play to test its mechanism? Or what good is an attractive paint job, if the location owner pushes the machine in a dark corner because no one plays it?

That is why it is so important to look for playing-appeal in the counter game you buy.

But counter games are different from marble games in the variety and quality of their playing-appeals. The tables offer you a choice of an endless number of playing-appeals. Counter games, however, usually are based on one of the five appeals. These are poker, bell fruit symbols, dice, numbers, and combinations of cigarette brands.

Any one of these five, as has been proved, is a strong appeal. The only drawback is that the same appeal cannot be used with equal success in all locations. In some locations, the poker appeal goes best. In others, the bell fruit appeal grabs the big play, and so on. And often it happens that from week to week the power of these appeals change in the same location.

For instance, during one week the poker appeal goes over big. All the boys like to play poker. And then, for some unaccountable reason, the play may die off suddenly. But if a game with the dice appeal is installed, immediately the operator gets a big play again. People are funny and changeable. And what interests them one minute may not get their attention the next.

Until recently, it wasn't possible for an operator to buy a game having all these appeals. A game either had the poker appeal, the dice appeal, or some other appeal—but never more than one. And for this reason an operator had to buy a half dozen different kinds of games and continually switch them from location to location.

Now, however, it is possible for an operator to get a counter game having all of these appeals, thus you save the trouble of carting machines around from spot to spot and, at the same time, allowing him to make the largest possible profits.

When you select a counter game, no doubt, you have found that it is even more necessary to consider the wishes of the location owner than when you choose a marble table.

For one thing, your counter game occupies the most valuable position in the location—the counter. Here is the spot where goods are bought and sold. It is the spot where customers wait with money in their hands. Where every large advertiser in the country wants his goods to be displayed.

Now, being on the counter, a counter game must be attractive, noiseless, and fast. So in spending your money, you will be wise to inquire whether or not you're getting a game that doesn't make a lot of racket while people are talking.

Except in taverns and bars, people step up to the counter, transact their business, and step away to make room for others. It is in the few seconds the customer pauses at the counter that the counter game must extend an eager hand, so to speak, and reach out for the change. The counter game must then take this change quickly. A slow playing game ties up business, and customers in the rear are unable to move up to the counter quickly. This is another reason why the counter game must be speedy. If the game plays fast, it wins the storekeeper's approval.

That is why you see experienced operators looking for fast playing mechanisms these days.

In the beginning of this article, I mentioned the fact that regardless of how mechanically perfect a machine might be, it doesn't amount to much if it hasn't the right appeal. Now, if you twist that sentence around it will be just as true the other way—a game may have the right appeal but it doesn't amount to much if it isn't mechanically perfect.

What good is the right appeal, if you can't make the game work?

Many operators have been heard to lament loudly and long on this subject. Every day one hears stories of good, solid profits being cut off by sudden failure of the machine to work. Naturally, the operator blamed the manufacturer. Being on the other side of the fence, we could see the manufacturer's side.

There is no doubt that it is difficult to make a smooth, steady-working counter game. It takes skill and keen engineering, and the latest construction equipment. And nobody can do more than their best. It ,however, is the operator's privilege to select his own machines and, by using care in his selection, he can pick those which are mechanically right.

One thing more should be considered in choosing the right counter game. That is appearance. As mentioned before in this article, the counter game occupies the most valuable position in the location. And to keep this position it has to have an appearance that adds "class" to the counter. It shouldn't be cheap-looking. It shouldn't be too small, and it can't be too large. It shouldn't be gaudy. It should have a quiet, rich-

(Continued on Page 44)

BRASS CHECKS

Highest grade brass, accurately milled and uniform in size and thickness. Furnished in either the No-cash-value or Trade. Solid or with holes.

	1c	5c	10c	25c
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FEATURING
New A.B.T. Super Coin Detector Chute

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Others! Others!

FLYING BALLS it's now!

SEE Marble Balls fly through the air with skillful ease!

SEE The Allez-Oop Hole set off a succession of amazing feats!

SEE The tantalizing gyrations of rebounding balls!

SEE The most beautiful game you've ever laid eyes on!

Plus Dozens of Other Play-Binding Attractions!

44 in by 24 in. Genuine Walnut Cabinet

The Superfine Pin Table for the DeLuxe Location

FLYING TRAPEZE

It's astonishing.....

That daring new game the **Flying Trapeze**

IT'S HERE. The game that out-thrills the greatest thrillers you've ever operated! The liveliest, most active, spirited game that ever drew a player's coin! Operators—we present the one and only —the inimitable FLYING TRAPEZE!

Ingenious in its simplicity!—Marvelous in its performance—FLYING TRAPEZE leaves nothing lacking in suspense! Hit the "Allez-Oop" hole and see what happens; A bell rings! The upper "500 Ball" and lower "500 Ball" **fly through the air,** over the trapeze and into the "2000 Pocket." A split second later the side balls advance to higher score. Another split second later the lower trap balls are advanced to higher numbered pockets and out balls are returned.

And that's not all! FLYING TRAPEZE is a circus riot of beauty! A richly colored, golden bakelite-finish playing field is trimmed with glistening aluminum trapezes and spring balls. Add to this—its genuine, selecte walnut cabinet, inlaid with natural finish birch!

Why wait? Swing to the Flying Trapeze and swing into bigger money! At your jobber—now.

$52.50

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19 IN. BY 42 IN.

SHIPPING WEIGHT APPROXIMATELY 130 LBS.

5-CENT PLAY. CHECK SEPARATOR IF DESIRED.

CAN YOU IMAGINE $1000.00 WEEKLY PLAY

ON A 5c PIN-GAME?

Wait Till You See BALLY'S New Sensation!

RED ARROW

FAST ACTION **AUTOMATIC PAY-OUT** **SKILL GAME**

12-SECOND PLAY!

ACTUALLY PLAYS 200 TO 250 GAMES PER HOUR

Talk about high-speed money-makers! Here's the FASTEST MONEY-MAKER ON EARTH! You'll need a wheelbarrow to haul away RED-ARROW collections! ACTUALLY PLAYS 200 TO 250 GAMES PER HOUR! Busy every minute! They stand in line to play it—and keep on throwing nickels in the slot as fast as they can yank the sensitive skill-shot plunger. No wonder RED-ARROW takes in $8.00 to $12.00 an hour—up to $1000.00 or more a week!

$90.00 PROFIT FIRST WEEK OR YOUR MONEY REFUNDED

Here's the strongest guarantee you ever saw! Try a sample RED ARROW on location. If you don't find at least $90.00 in the cash-box at the end of the first week—after all payouts are made—you have the privilege of returning sample at end of seven days. THIS TRIAL SAMPLE GUARANTEE, coming to you through U. S. mails, is your iron-clad protection against any and all risk—so why hesitate a minute? Good spots will be grabbed up fast with RED ARROW! Act at once to be first in your territory!

READ THESE AMAZING FEATURES!

1. **FULL** AUTOMATIC PAYOUT!
   No extra levers, handles or buttons. Shoot a winning score—and out pops payout!
2. QUICK ACTION! 4 GAMES A MINUTE!
   Ideal for taverns, noon-hour spots, etc., where fast action is necessary. No waiting for reels to stop spinning, no scores to add up—just a fast, furious play and profits that make you think you're dreaming!
3. CONSTANT REPEAT PLAY!
   Liberal payouts—2-to-1 up to a juicy 20-to-1—give players "Jackpot Fever" and insure steady repeat play.
4. LEGAL PRACTICALLY EVERYWHERE!
   Strictly a skill-game. No reels or similar devices. No money visible. No awkward handles to create unfavorable comment. **Check-Separator, if desired, choice of Trade or No-Value Checks.**
5. TIME-TESTED BUGLESS MECHANISM!
   Only payout pin-game with mechanism perfected and proven bugless by thousands of machines in operation. **Positively trouble-proof and cheat-proof.**
6. GORGEOUSLY COLORED PLAYING FIELD!
7. SUPERBLY BEAUTIFUL CABINET!
8. AUTOMATIC REWARD REGISTER!
9. PERMANENT PROFITS, YEAR AFTER YEAR!
   RED ARROW never dies on location, defies all competition, a skill game with greater earning power than "slots" at their best!

Be First in Your Section with RED ARROW

Operators and jobbers who have watched RED ARROW on location call it the greatest hit in history, and already a big slice of our first two weeks' production has been reserved by those who have seen this phenomenal money-maker. Be first in your territory with RED ARROW! Order NOW!

SAMPLE PRICE
$94.50 Each
5 or more
$91.50 Each
Check Separator Model, $5 Extra
One-third with order, balance C.O.D.-F.O.B. Chicago

BALLY MANUFACTURING COMPANY

4619 Ravenswood Avenue
CHICAGO, ILLINOIS

683 Linden Avenue, Memphis, Tenn. **453 West 47th St., New York, N. Y.**

From coast to coast, HOLD and DRAW occupies the center of the stage!

It's the big hit. The star attraction. The main drawing card. It is the favorite machine of operators everywhere!

Modern Beauty and Color!

A famous designer and a great artist combined their talents in the creation of the cabinet. The result is a masterpiece. In HOLD and DRAW you have the richest-looking game America ever beheld.

Just picture to yourself . . . an ultra-modern cabinet styled like a skyscraper . . . finished in a rich coppery-brown enamel . . . and set off by the flash and sparkle of gold and silver trimmings!

That's **beauty** for you. Beauty that will command the choicest locations in your territory.

HOLD and DRAW Features!

Incorporated in HOLD and DRAW is the exclusive feature of giving the player **2 spins for 1 coin.**

After the first spin, the player—by means of the five control buttons—can **hold** whatever cards he wants and **draw** new cards on the second spin.

This free-spin feature makes HOLD and DRAW the only game that lets the player use his own skill and judgment . . .the only game that lets the player feel he can control the results.

5 Games in 1!

With every HOLD and DRAW game you get five different sets of reels. There are the ever-popular Card reels—the tried and proved Bell Fruit reels—the fascinating Dice reels—the new Number reels—and the up-to-the-minute Cigarette reels with the exclusive "1 PACK" feature.

Year-Ahead Construction!

HOLD and DRAW operates silently. It has a one-unit **removable** mechanism. Its reels are shake-proof, and the reel strips are oil and dirt-proof.

The whole mechanism, down to the last rivet, is simplified. To you this means smooth operation, satisfied locations, and greater profits.

Special Facts!

HOLD and DRAW takes 1c, 5c, 10c, and 25c coins . . . plays one hundred games an hour . . . takes in $1, $5, $10, and $25 an hour, depending upon the coin played . . . has a Ball Gum vender and is suitable for all locations everywhere.

Be First---Order To-day

HOLD and DRAW is the game of today. It is taking the spotlight in 50,000 locations throughout the country. And once it gets into your territory, all other machines of its type will be put to one side.

So make sure of keeping the spots you now have and of getting choice new ones. Order to-day. Be first. Write or wire immediately.

This price is subject to increase without notice. Because of the Government's plans to raise prices, the cost of materials is increasing every day. Prompt action, therefore,—before prices up UP — will save you money.

ROCK-OLA MFG. CORPORATION

625 W. Jackson Boulevard
Chicago, Illinois

HOLD AND DRAW

AMERICA'S MOST DISTINGUISHED

COUNTER GAME

SIZE:
Twelve Inches wide, Ten and One-half Inches High, Nine Inches from Front to Back.

RED ARROW
Single Lots.....$94.50
Lots of 5, f.o.b. Chicago.....$91.50

WE RECOMMEND

RED ARROW

Quickest Action Automatic Payout Pin Game Ever Made - 12-Second Play - 200 to 250 Games per Hour

Quicker and Larger Profits Than Slot Machines

Red Arrow Leaves Slot Machines "High and Dry" Within Five Minutes After Installation

First Deliveries on Red Arro w and Other Popular Games

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Also Champion, Rocket, Mills Pay Table, Sportsman, Skill Shot, Wahoo, Major League Jr., Wild Cargo, Big Bertha, Fleet, Golden Gate, Pipe-Eye, Merry-Go-Round, Drop Kick, Electro, Pigskin and others. Write for Complete Price List.

We maintain the largest sample displays and the largest stocks of machines in the South.

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Write for Closeout Prices on Brand New Machines

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MAJOR LEAGUE	NEW MODEL FORTY	$42.50
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These and the following late games shipped same day your order received

CHAMPION, SPORTSMAN, SIGNAL, FLEET
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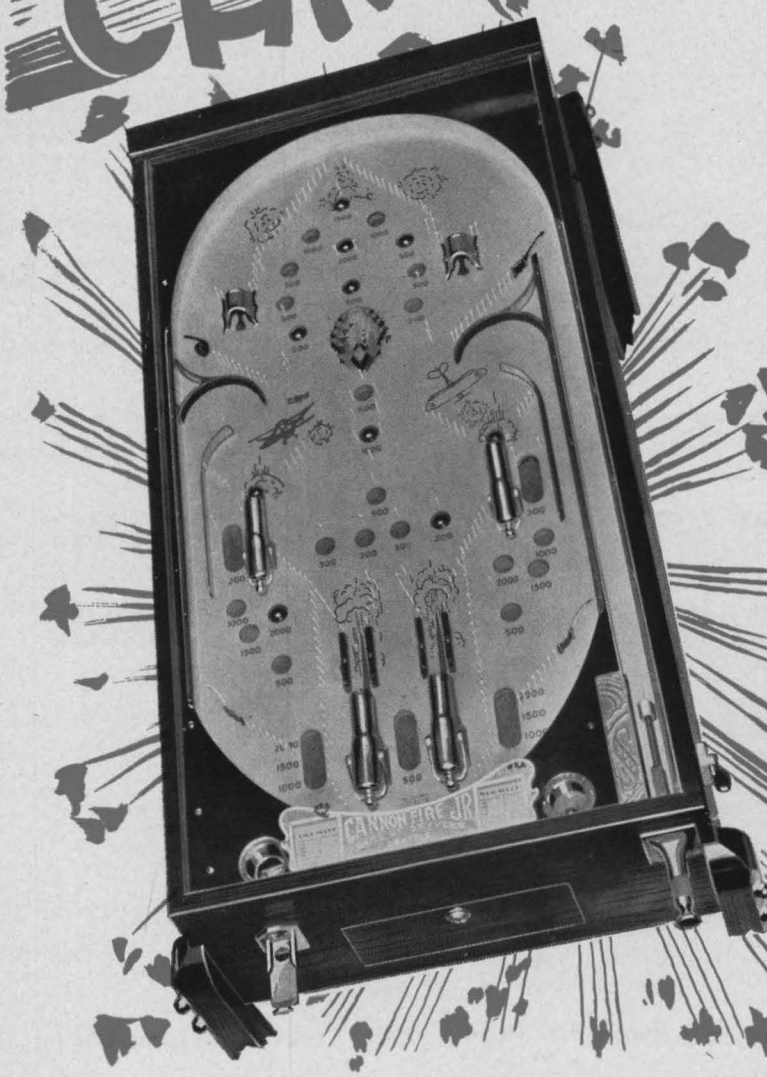

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FORTIFY YOUR LOCATIONS WITH

CANNON FIRE

Cannon Fire is the first and original cannon pin game. This game in Senior size has been in action on the West Coast for seven months. Its continuous earning power has amazed both operator and manufacturer. Demands for this game have reached us from all parts of the country. This demand has resulted in the opening of a Chicago branch factory. Quicker deliveries and less freight. The original CANNON FIRE IS DIFFERENT—Snappy and attractive—See it—Buy it—Operate it. Plenty of action! Lower Cannons fire back 36 inches up the table. No lost balls! Action all the time!

Buy In Quantities With Safety

Why experiment? Large operators are repeating day after day. Why? Because they believe this game will show consistent nets. Week after week, month after month. Many operators declare this game will draw more money without awards than any game ever made. Game comes equipped with ten payout cards. Having no sewer or out pocket both a high and low score can be run with the exact percentage you wish to pay out. Speed! Ten balls are gone in less than 2 minutes and with possibly two balls retained in firing position on upper cannon. They reach for another nickel and another. They like this game. So will you. Those nets talk.

Check These Features

1. Two self-firing cannons.
2. Two skill-shot cannons.
3. New 7/8-inch selected Clearie Marbles.
4. New coin chute shows last two coins played.
5. Sensitive tilter prevents cheating.
6. Locks on both back and front.
7. Slide out construction all parts.
8. Playing field daringly different. Open and roomy with full center play. Side top and bottom play smoothly balanced.
9. Beautiful white ivory pins give smooth, silky action. Originated by SHYVERS.
10. Progressive scores. Forward-backward and by angles.
11. No out pocket. The sewer which players have always disliked is gone.
12. Scores. Both high and low scores.
13. Plunger. Light and sensitive. Heavy fibre tip.
14. Springs. Quick, positive and smooth.
15. Money box. Holds $1.35. Semi-covered.
16. Cabinet. That same hand rubbed walnut finished hard wood that has earned Shyvers cabinets the respect of the Nation.
17. Legs. Two toned hardwood. The same spear type corners we originated and which have been so widely copied. Double bolted. Split tested.
18. Leg Levelers. Small and neat. Machine will slide without scratching floor or splitting legs.
19. (a) Roll boards—noiseless untempered presswood.
    (b) Trip board—tempered pressedwood. The best that money can buy.
20. Batteries. Eveready. They cost more. We need four—we use six. Your assurance of months of untroubled electrical supply.
21. Cellunoids. Made by expert tool and die maker who guarantees 50 per cent more power than we need with 60 per cent less battery drain than any cellunoid ever made.
22. Silver contacts mounted in spring copper. Positive and trouble free.
23. Metal Liners. Full length one piece. L. binders which we originated, allow metal to expand and contract without warping.
24. Plunger Rubber. Forget them, they have been tested on games two years old.
25. Ball Lift. Shyvers own. Gentle, smooth and quick side action close to player's hand.

Proven Facts

Cannon Fire is a proven success. It is a positive money-maker. This original cannon game has been given the acid test. Months of consistent net earnings. Twice pirated by cheap imitations it has stood the test and stands before you as the most talked of game in America. This game has the greatest of all assets. Why experiment? Buy today! Shoot your way into real money!—with CANNON FIRE.

SPIRIT OF AMERICA GAMES HAVE LONG BEEN CALLED THE SPOT BUSTERS OF THE NATION. Name your locations. Spots that would never let cheap games in will open up to CANNON FIRE.

SENSATIONAL—ORIGINAL AND DISTINCTIVE

MANUFACTURED BY

Shyvers Coin Automatic Co.

3221 Western Ave., Seattle, Wash.
PHONE GA. 7595

2240 N. Racine, Chicago, Ill.
PHONE LIN. 7222

KENO

18 MONTHS TESTED BY EXPERIENCED MONEY-MAKING OPERATORS ON VARIETY SELECTED LOCATIONS!

SHARP-SHOOTERS CAN'T HURT YOU!

No longer need you suffer loss through having your percentages forced out of reason by sharp-shooters. Here is a pin game that baffles the trade-spoiling "expert." KENO is not a skill game. KENO is a game of chance appeal and **all** of your players have an opportunity of winning prizes regardless of their skill.

SLOT MACHINE PROFITS!

KENO . . . the NEW, master PIN GAME . . . so far outranks the ordinary "trick" creation that it logically belongs in the slot-machine profit class. Everyone recognizes that slot machines are played by the multitude wherever they are permitted to operate as they make the same appeal to both the unskillful as well as the skillful player.

LEGAL MACHINE!

KENO remains in the group of LEGAL machine types. It has a marvelous amusement appeal. Percentages are instantly adjustable, meeting every requirement. The carefully prepared instructions, supplied with each machine explain fully just why many fine locations are made worthless by adjusting machines to the WRONG percentages. They are yours FREE with every KENO MACHINE!

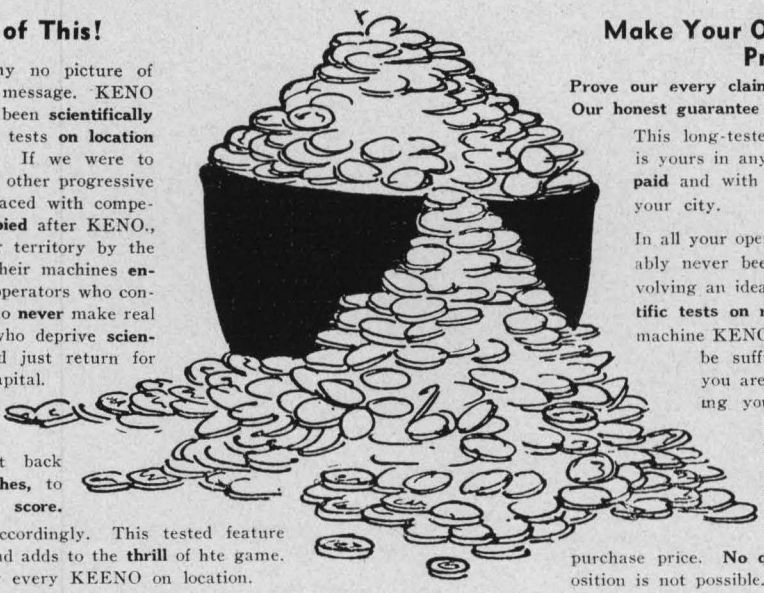
GET ON TOP OF REAL, OLD-TIME, DEPENDABLE EARNINGS!

Read Every Word of This!

There is a good reason why no picture of KENO appears with this message. KENO is ONE pin game which has been **scientifically perfected** by long and costly tests **on location** before being offered to you. If we were to illustrate it here, you and all other progressive operators would be quickly faced with competition by machines poorly **copied** after KENO., and put on locations in your territory by the type of operators who buy their machines **entirely on bargain prices** . . . operators who constantly ruin all territories, who **never** make real profits for themselves, and who deprive **scientific operators** of a fair and just return for their labor and invested capital.

Out Balls Bought Back for Replay

Out Balls may be bought back **as often as the player wishes,** to help build a final **reward score.** Percentages are arranged accordingly. This tested feature **greatly multiplies earnings** and adds to the **thrill** of hte game. That means long service for every KEENO on location.



Make Your Own Ten-day No-risk Profit Test

Prove our every claim to your complete satisfaction. Our honest guarantee means exact'y what it says!

This long-tested, entirely new type pin game is yours in any number you need at **$39.50, tax paid** and with FULL FREIGHT allowance to your city.

In all your operating experience you have probably never been offered a single machine involving an idea backed by 18 monthes of **scientific tests on representative locations.** Such a machine KENO truly is. Ordinarily that would be sufficient **guarantee of merit.** But you are not asked to buy without making your **own** performance test. Order your test machine . . . put it on your most **stubborn** location. If **for any reason** you decide not to keep it, ship it back within **10 days** after delivery. We will promptly refund the purchase price. **No questions asked.** A fairer proposition is not possible.

REMEMBER—KENO has been **field tested, endorsed** and **recommended** by leading operators and jobbers everywhere before being manufactured by one of the largest and oldest Chicago manufacturers for exclusive Southern distribution by the leading jobbers listed below. Send your trial order today to any of these reliable jobbers with the full assurance that **KENO must give you real old time dependable earnings or your full purchase price will be refunded instantly without question.**

AUTOMATIC AMUSEMENT CO.
1304 Throckmorton Street
Fort Worth, Texas

AUTOMATIC AMUSEMENT CO.
Linden at Orleans
Memphis, Tenn.

ROLFE STANLEY
2814 Broadway
New Orleans, La.

FOR-TEX MFG. & SALES CO.
Medical Arts Building
Fort Worth, Texas

E. E. REYNOLDS
Jefferson Hotel
Dallas, Texas

BOYLE AMUSEMENT CO.
1347 N. W. Third Street
Oklahoma City, Okla.

TEXAS COIN MACHINE CO.
Crocket Hotel
San Antonio, Texas

GREEN & PRICE
Italy, Texas

FRANK-RICH DISTRIBUTING CO.
812 Burnett Street
Fort Worth, Texas

SOUTH COAST AMUSEMENT CO.
M. & M. Building
Houston, Texas

SOUTH COAST AMUSEMENT CO.
1803 Texas Avenue
Shreveport, La.

SOUTH COAST AMUSEMENT CO.
Harlingen, Texas

Only CHAMPION

has these 3 great money-making features!

1. AUTOMATIC PAY-OUT

Fully automatic—no extra levers or buttons! Shoot a winning score and out pops the payout! Six separate payouts possible during one game—2 to 30 coins per payout! **The only pin game payout mechanism proven positively bug-proof by thousands of machines on location 6 months to a year!**

2. DOUBLE COIN-SLOT!

Players buy back Out-Balls to play over again—5 cents **each.** Out-Balls can be re-played **only once,** due to exclusive Out-Hole Gate feature. Players go wild over the "second chance" to win—and actually play 1 to 5 EXTRA NICKELS PER GAME! No wonder many CHAMPIONS are taking in as high as $50 daily!

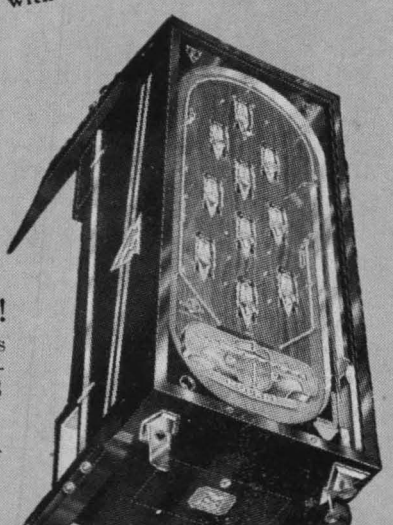
3. MYSTRY GOLD AWARD

This amazing feature, when used according to our Confidential Operating Plan, INCREASES COLLECTIONS $10 to $25 PER WEEK! It's a knockout!

Grab on to CHAMPION now and get back in the big money—the FASTEST, BIGGEST, STEADIEST PROFITS you ever made in your life! See your nearby jobber **—or write today for circular illustrated in full colors.**

CHAMPION: $89.50 EACH
FIVE OR MORE, $86.50 EACH
Check Separator Model, $5.00 Extra
One-third with order, bal., C.O.D.-F.O.B. Chicago.

ROCKET

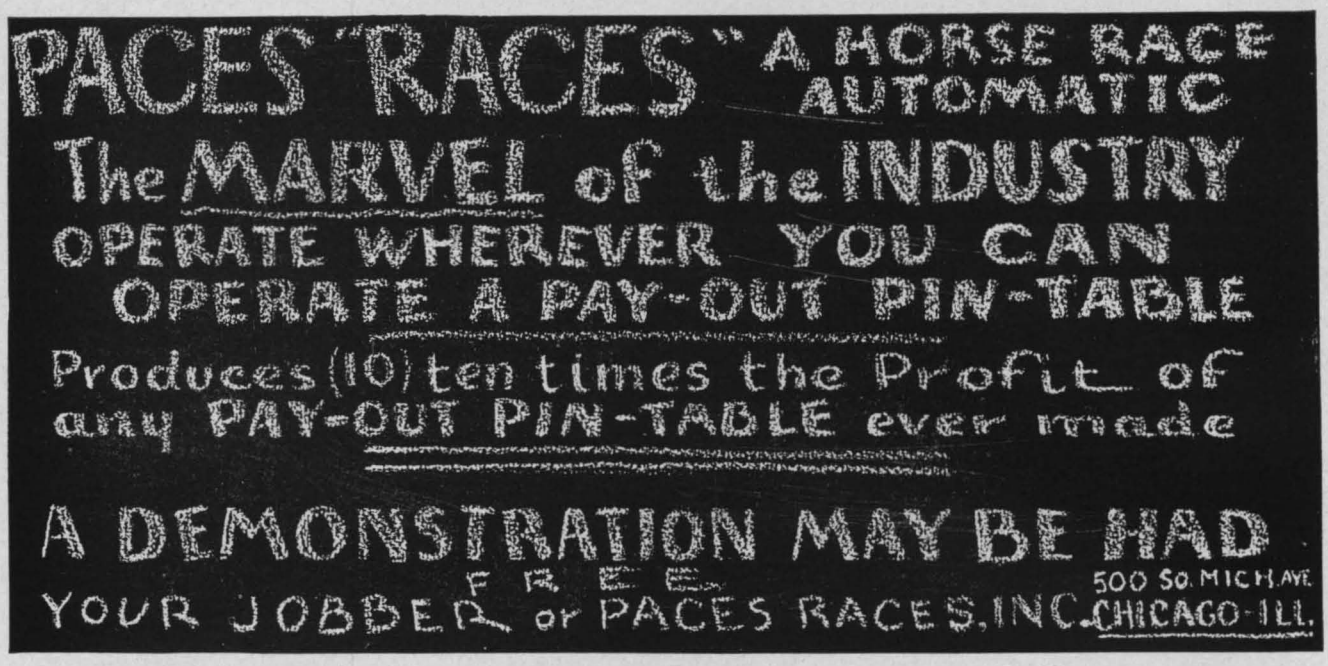


The Original AUTOMATIC PAY-OUT PIN GAME!
STILL GOING STRONG AFTER A SOLID YEAR ON LOCATION!

Thousands of ROCKETS on location—from six months to a year—now earning as much or more than the day they were installed! Players never get tired of this thrilling, smooth-shooting skill-game. Increase your eanrning by adding more ROCKETS to your route!

ROCKET: $82.50 EACH CHECK SEPARATOR MODEL, $5.00 EXTRA
Five or More, $79.50 Each One-third with order, bal., c.o.d.-f.o.b. Chicago

BALLY MANUFACTURING CO. 4619 RAVENSWOOD AVE. CHICAGO, ILL.


PACES RACES "A HORSE RACE AUTOMATIC
The MARVEL of the INDUSTRY
OPERATE WHEREVER YOU CAN
OPERATE A PAY-OUT PIN-TABLE
Produces (10) ten times the Profit of any PAY-OUT PIN-TABLE ever made
A DEMONSTRATION MAY BE HAD
FREE
YOUR JOBBER or PACES RACES, INC.
500 SO. MICH. AVE. CHICAGO-ILL.

HOW DO YOU PICK A COUNTER GAME?

(Continued from Page 32)

looking dignity like a man in a top hat riding in a limousine.

In order to illustrate all of these points, let me take one of our own games as an example—Hold and Draw. I can explain it quickly.

Hold and Draw is so constructed that it allows the operator to use five different sets of appeals. If the players in a certain location tire of poker, the operator can give them bell fruit symbols with which to amuse themselves or dice or numbers or cigarette names.

The mechanism is suspended from horizontal beams. This allows us to do away with many excess parts and thus make a more silent machine. Look for this horizontal beam construction in the counter games you select. It's one of the most advanced principles of counter game construction.

In mere words, it's rather difficult to explain just what is meant when I say that a counter game should have dignity. But if you get a chance, look at a Hold and Draw machine and notice the subdued, yet rich, color of coppery bronze in its finish, blended with the gold and silver trimmings, all of which give it the sort of appearance your location owners will like.

The subject of how to select the right counter game is a difficult one to cover in a few short paragraphs. But, if there is any question you wish to bring up, the writer will be glad to discuss it with you.

BIG SALES ON KENO

S. L. Stanley, manager of Automatic Amusement Company, Memphis, Tenn., and Fort Worth, Texas, reports big sales on his latest offering, Keno. "Keno," says Mr. Stanley, "is the game the operators have been looking for all these years. It is just the style game they love to operate and it is a money producer. We are also delighted with the welcome accorded us in the opening of the Fort Worth office. We are now in a position to serve the entire state of Texas with the finest service possible."

Miss Helen Savage, who manages the Fort Worth offices, says she is delighted with the nice business the Texas boys are giving her office. She has enjoyed meeting the many operators that call at the office at 1304-B Throckmorton street, every day.

Sample machines, of almost every make, are on display in the huge display room and immediate delivery is made on any number, both from the Fort Worth and Memphis houses.

Mandy: "Boy, dat sho' am some ring. What size is de diamon'?"

Rastus: "Dat am de fo'teen-year-installment size."

Winning 27 games out of 33, the Bally Manufacturing Company baseball team won the championship of the Industrial League in which it was the outstanding member. Photograph shows the team and Bally executives at victory banquet and presentation of trophy cup.

LOOK! DECCA HAS 'EM ALL NOW!

BING CROSBY • GUY LOMBARDO • TED LEWIS

MILLS BROTHERS • EARL HINES • ALABAMA JUG BAND • CLAUDE HOPKINS • CLARENCE WILLIAMS
NOBLE SISSLE • CHICK WEBB • JIMMIE LUNCEFORD • DORSEY BROTHERS • RED McKENZIE AND SIX
SPIRITS OF RHYTHM • FLETCHER HENDERSON • THE NEW ORLEANS RHYTHM KINGS • GLEN GRAY
AND THE CASA LOMA • GEORGIA WASHBOARD STOMPERS • BOB CROSBY AND BASIN STREET BOYS

All their NEW Selections Available ONLY on Decca Records

DECCA RECORDS, Inc.

Send your order today to the nearest of these eight branches

DECCA DISTRIBUTING CORPORATION

New York, N. Y.	799 7th Avenue	San Francisco, Cal.	450 Mission Street
Chicago, Ill.	666 Lake Shore Drive	Los Angeles, Cal.	1240 Main Street
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DECCA DISTRIBUTING CORPORATION:
Please ship immediately the following DECCA RECORDS at 21¢ each, F. O. B. branch via express ☐ parcel post ☐

QUANTITY		
—— 179	The Very Thought of You / The Moon Was Yellow	Bing Crosby
—— 245	Two Cigarettes in the Dark / The Sweetheart Waltz	Bing Crosby
—— 102	Love in Bloom / Down by the Old Mill Stream	Guy Lombardo
—— 105	Have a Little Dream on Me / I Saw Stars	Guy Lombardo
—— 106	Two Cigarettes in the Dark / Tonight Is Mine	Ted Lewis
—— 107	Jazznochracy / White Heat	Ted Lewis
—— 165	Ida, Sweet as Apple Cider / My Gal Sal	Mills Brothers
—— 167	Rockin' Chair / Tiger Rag	Mills Brothers
—— 176	Nagasaki / Lazybones	Mills Brothers
—— 182	That's Plenty / Sweet Georgia Brown	Earl Hines
—— 183	Angry / Cavarnism	Earl Hines
—— 7000	Ida, Sweet as Apple Cider / My Gal Sal	Alabama Jug Band
—— 7001	I Wish I Could Shimmy Like My Sister Kate / Gulf Coast Blues	Alabama Jug Band
—— 185	Just You, Just Me / Who	Claude Hopkins

QUANTITY		
—— 184	In the Shade of the Old Apple Tree / King Porter Stomp	Claude Hopkins
—— 159	Wabash Blues / Someday, Sweetheart	Louis Panico
—— 153	Under the Creole Moon / Polka Dot Rag	Noble Sissle
—— 154	Loveless Love / The Old Ark Is Moverin	Noble Sissle
—— 172	On the Sunny Side of the Street / Blue Minor	Chick Webb
—— 173	Rhythm Man / Lona	Chick Webb
—— 129	Sophisticated Lady / Unsophisticated Sue	Jimmie Lunceford
—— 131	Rose Room / Mood Indigo	Jimmie Lunceford
—— 116	I Can't Dance, I Got Ants in My Pants / I Ain't Gonna Sin No More	Dorsey Brothers
—— 117	Dr. Heckle and Mr. Jibe	Dorsey Brothers
—— 119	St. Louis Blues / Milenberg Joys	Dorsey Brothers
—— 186	From Monday On / 'Way Down Yonder in New Orleans	Red McKenzie and The Spirits of Rhythm

SIGNED _____ (your name)

ADDRESS _____

P.S. Please send me complete list of Decca Records

GREATER WARP RESISTING QUALITIES • MOST FAITHFUL RECORDINGS EVER PRODUCED

DECCA *All Star Records*

YOUR COST *ONLY* 21¢ PER RECORD

F.O.B. SHIPPING POINT

Texas News Flashes

Charles Fogearty is a busy boy these days covering the big Lone Star State for the Pierce Tool & Manufacturing Company.

* * *

Claude Martin, the dapper op of El Paso, moves down from North Oregon to Wyoming. Seems like he's covering a lot of states but they're only street names in El Paso. Claude was up at the show last February.

* * *

Eddie Schatz, Jr., the live-wire operator of Brenham, is keeping his spots well supplied with new machines. Eddie operates a large number of phonographs, in fact, he operates about the largest variety of machines of any Texas op.

* * *

If the warm weather will just break and the cold, snappy spells set in, business will be much better, says every Texas op.

* * *

West Texas operators report an increase in business and many contend that play is swinging back to some of the old model pin games. One operator mentioned a machine that has been out for 12 months and said it was topping everything he had in receipts.

* * *

Tax or no tax, you just watch and see if 1935 is not the best year for operators in Texas for a long time. Paste this in you hat.

* * *

According to reports reaching Texas, the National Coin Machine Corp. of Baltimore, Md., have announced their intentions to open a branch house in Houston.

* * *

The Lone Star boys are beginning to talk the Chicago show and most of them will be right on hand when Joe Huber's little German band greets the Texas crowd at the station. The boys know what it really means to them to make this once-a-year showing of coin-operated machines.

* * *

A number of Texas manufacturers, who have announced several different types of counter games, report that their machines are being well received by both the operators and the playing public. The most recent offering is Shake-em which is being manufactured by the Cardinal Company, Dallas.

* * *

Hundreds of new scales continue to appear on various locations throughout the state. Scale business is staple and the public is now weight-minded, so why not cash in on a good thing?

* * *

Jack Folsom, the new Texas representative for Northwestern products, reports good sales on merchandisers. Jack's office is located in Dallas.

* * *

The Association's committee on

(Continued on Page 50)

SPECIAL TRADE CHECKS

Made of Brass, Steel, or Aluminum and Lettered on Both Sides
ROUND—SQUARE—OR OCTAGON SHAPE

100	$3.50	400	$ 9.00
200	5.50	500	10.00
300	7.50	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

Slightly Used Machines

We Quote the Following Low Prices, Subject to Prior Sales:

AMERICAN BEAUTY	$25.00
BLUE RIBBON	12.95
BABY CONTACT	14.75
CONTACT JUNIOR	26.75
CONTACT SENIOR	27.50
CRUSADER	16.85
JIG SAW	5.85
OFFICIAL BASEBALL	7.50
PENNANT	5.85
PULLO	29.00
REGISTER	33.00
WORLD'S SERIES	7.50

We guarantee all machines to be in good working condition, and securely packed for shipment

ALL PRICES QUOTED F.O.B. HOUSTON, TEXAS

One-third deposit absolutely required on all orders, bal. C.O.D.

FRIED NOVELTY COMPANY, Inc.
JOBBERS AND OPERATORS
1313 Lamar Avenue **Houston, Texas**

SPECIAL
BALL GUM
$11.60 Case (10,000 balls)
F.O.B. Wichita
Limit, one case to a customer—no more, no less
M. T. DANIELS
1025-1027 University Ave.
Wichita, Kansas

1 SHOT

The New WAHOO

1 SHOT

ONE SHOT AUTOMATIC PAY OUT

1

SHOT

●

AND THEY LOVE IT!

Faster than Lightning

Better than Slots

100% MECHANICAL

Fully Guaranteed

Model No. 1

$75.00

NICKEL PLAY

Model No. 2

(CHECK SEPARATOR)

$85.00

Plays Nickels or Patented Checks. Pays out Checks only. One-third deposit, balance C.O.D.

Wahoo's 14 Outstanding Features

1. Exclusive Payout Indicator.
2. Universal Automatic Tilting Device and Payout Lock that works from any angle.
3. Last Three Coins Played Are Always Visible.
4. Coin Tube and jackpot automatically refill—surplus coins going to cash box.
5. Spirit Level in playing field.
6. Percentage of payout easily controlled.
7. Fully guaranteed materials and workmanship.
8. Special Ball Gum or Mint Vender on all models.
9. Special Patented Token Model No. 2 plays coins and tokens—pays out in tokens only.
10. Interchangeable, new playing fields furnished at nominal cost.
11. Very simple to operate—four thumb screws, remove the entire front—all parts handily located.
12. Will not get out of order from ordinary use—sturdily built.
13. No wires, batteries or accessories to worry you. 100% mechanical.
14. Pays standard awards known the world over. 2-4-8-12-16 and jackpot for one.

THE GAME THAT NEVER DIES—KILLS ALL COMPETITION
RUSH YOUR ORDERS NOW

C. F. ECKHART & CO. Inc.

1238-50 Fullerton Avenue **CHICAGO, ILLINOIS**

Printing

for

OPERATORS, JOBBERS AND MANUFACTURERS

LETTERHEADS
ENVELOPES
CARDS
STATEMENTS
Any and All Kinds of
OFFICE FORMS

LET US QUOTE ON PRINTING YOUR INSERTS FOR THE TRADE MAGAZINES.

Possibly it will be advantageous to you, to have 1,000 or so printed from the advertisement you had printed in AUTOMATIC WORLD to be sent out with other mail you are sending direct.

QUOTATIONS GLADLY FURNISHED

Branch-Smith

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P. O. Box 765

FORT WORTH, TEXAS

WE PRINT AUTOMATIC WORLD

Quality Work Guaranteed

ANNOUNCES NEW FOUR-IN-ONE VENDER

As the recognized leading quality manufacturer of ¾ inch and ⅝ inch ball gum, we have been permitted to make the first announcement in this publication of the new "4-in-1 Chic-L Maid Bulk Merchandise 1c Vender."

The construction features of this new 4-in-1 machine are:

Die cast chromium plated metal.

Perfect 8-panelled glass globe of the finest possible construction.

Four separate complete identical mechanisms.

Interchangeable, flexible shear standard.

Fairly slug proof as last coin shows under plate glass window.

Revolves on counter base.

Vends anything in bulk and sells four different bulk products at once.

Seventeen inches on counter; 7½ inches across.

Total empty collection $5 to $8.

Exactly the right size to work on counter stand and bracket.

We sincerely believe this outfit is the tool which will give wide-awake vending machine operators the leadership in their section which they must have in this profitable bulk merchandise field.

In order that every operator can have the equal opportunity to test this machine and buy additional machines according to his requirements, we have arranged so that there will be one operator's price to all, for 1 or 1000 machines.

Not only have we insisted on this sensible and fair arrangement, but we have also arranged for a thirty-day trial period, during which time the operator can test a sample machine without loss to prove its performance and earnings. The sample machine may be returned for full refund if not satisfactory.

PAYOUT PIN GAMES HAVE A GOOD YEAR

Pointing out that Rocket, the pioneer payout pin game, is about to celebrate its first birthday, Ray Moloney, president of the Bally Manufacturing Company, predicted an increasing trend toward automatic award skill games. "The players," Ray stated, "are growing more and more familiar with this type of machine and like it; storekeepers find it a great convenience; and operators have seen how surprisingly collections are increased by the automatic payout feature. There is also a growing liberality toward this type of skill game, as evidenced by the number of machines now in operation, and specific decisions favoring such games as Rocket."

"All in all our automatic payout pin games have had a marvelously successful year. Our second offering in this class—Champion, with the extra slot to buy back out balls, is enjoying a very large demand, while Rocket continues to be the favorite in many sections, and is still one of our best sellers. We expect automatic payout pin games to be a permanent part of the picture in this industry."

SPEED UP SPARK-PLUG PRODUCTION

After a delay due to the unprecedented run on Fleet and Champion, Bally Manufacturing Company is now in large production on the Spark-Plug race horse counter game with automatic mystery payout, and machines on location are said to be getting a record-breaking play.

Jim Buckley, Bally's sales manager, states that the splendid reception given Spark-Plug indicates that operators and the public like the mystery payout idea. The general reaction is that "it's more like a real race track, where odds are unknown 'till the end of the race when they are flashed on the pari-mutuel board." Spark-Plug payout odds run from 2 to 1 to 20 to 1 and the player naturally keeps on playing for the big payout.

BALLY'S FLEET BREAKS RECORD

According to Jim Buckley, sales manager of Bally Manufacturing Co., Fleet gave Bally its busiest summer. Announced early in the season, Fleet enjoyed a long sale throughout the unusually hot and dry summer of this year, exceeding in volume all previous Bally machines built in any similar season. "Furthermore," says Jim, "Fleet is holding its own, as cooler weather sets in. In spite of the current run on Signal, there is still a very lively demand for both the junior and senior model Fleet."

"Jimmie's got a great scheme for getting out of school on nice days."

"What's that?"

"He washes his face at recess and then the teacher thinks he's sick and sends him home."

Competition-The Life of Trade

By LEO J. KELLY, Gen. Sales Mgr.,
Standard Ticket Games Corp.

● Many a business has died from lack of competition. The splendid competition now prevalent in the coin machine industry bespeaks of its long life and a future filled with tremendous possibilities for operator, jobber, manufacturer and the public in general.

The more people we have thinking constructively about the coin machine business the greater the industry is bound to grow.

The public has learned to purchase all varieties of staple articles from coin operated vending devices. They have become accustomed to coin machines but if there had been but one manufacturer and one operator, present day progress could never have been realized.

Operators who were fearful that newcomers in the business would spoil their business and cut into their profits have found that the more coin operated devices that come on the market, the better their business becomes. Competition in the coin machine field has indeed proven to be the life of the business.

The tobacco business reached its present immense proportions because of general distribution. Tobacco is easy to get. You can't walk a block in any direction in any retail section without finding one to a dozen places where you can get tobacco in many forms.

There are thousands of locations that do not have pin games. When every location has a pin game more people will play all games.

If there had been only one man making automobiles, the automobile industry would probably never have reached its present day importance in our daily life. Every automobile sold helped sell more. In the early days people were afraid to buy autos. Today we can't get along without them. It was the competition to sell automobiles that created the interest in them and made all of us need them.

In the coin machine industry competition has forced manufacturers to exert greater inventive effort with the result that we have today some truly remarkable machines vending amusement and entertainment.

The opinion of men closely associated with the coin machine business is that there never will be too many manufacturers of good quality amusement devices. Supplying amusement through coin operated devices is catering to the world's greatest potential market.

The manufacturer whose product enables the operator to conduct his business along proven business principles need have no fear for his future. By the same token, the operator who applies business principles to his operating route will have no interference in his continued prosperity.

It is impossible to conduct any business without having accurate information covering every detail of that business.

The great need of the pin game business has been a means of absolutely checking income and pay-out. In the past, operators have made money in spite of this lack of control. Recently it has become more and more difficult to find locations that would honestly co-operate. Location owners who would not stop to mark down a fictitious pay out, had clerks who took advantage of the situation.

No wonder we are swamped with orders for Standard Ticket Games. Operators know that with the Standard there is no chance of their being defrauded because the Standard vends a ticket with the player's score printed upon it. Each ticket is double serially numbered and must be accounted for.

A business that has been the most lax, now becomes a business that is the most efficient. The Standard opens a new era of prosperity and safety for the operator.

With the versatility of the double serially numbered ticket, the games can be popularized tremendously by using the tickets vended for various features.

SUPER "8" BIG FAVORITE AT NEW YORK SPORTLANDS

D. Robbins & Co., Metropolitan New York distributors of the Super "8" game, report that this popular game is now installed in the leading New York City sportlands.

The well known "Harry's" and "Moe's" sportlands, which are open all year around on the Coney Island boardwalk are featuring Super "8" games as their "front" attractions. A crowd can always be seen around these games and it is seldom that the Super "8" machines are not busy collecting their steady stream of nickels from pleased and excited patrons.

The new sportland opened by Arthur Sachs at 236 Broadway, Brooklyn, N. Y., is also featuring Super "8" games as a "front" attraction. Robbins reports that the new low priced Torpedo pin game, which the Robbins firm is distributing in the metropolitan New York area, is also going over big with sportlands and operators. It looks as though Dave Robbins has certainly picked two winners in Super '8'" and Torpedo.

Northwestern

Operators' Headquarters For Quality Bulk Merchandisers

It makes no difference what type of bulk vender you require, whether it's just a low-priced peanut machine or the modern all-product merchandiser, Northwestern offers you more for your money.

The finer construction, the many extra features and far greater earning ability have made Northwestern equipment the outstanding favorite among operators. If you seek big profits that are permanent, you will appreciate receiving the information we'll gladly furnish. Write today!

The Northwestern Corp.
544 Armstrong St., Morris, Ill.

MUTOSCOPE
1c MOVIE MACHINES

RECONDITIONED

Complete with comedy reels, metal floor stands and display signs. Each reel is different!

Only $12.50 Each
$100 for 10

ORIGINAL COST
$60 Each
These machines are strongly built; will give LIFE LONG service!

ORDER NOW

D. ROBBINS & CO.
1141-W DeKalb Avenue
BROOKLYN, NEW YORK

DAVE ROBBINS Says:

"FOR SUPER PROFITS
"FOR SUPER LIFE
"FOR SUPER CONSTRUCTION

A SENSATIONAL MONEY MAKER!

I RECOMMEND SUPER 8

A STONER MFG. CORP. PRODUCT

This machine represents the greatest value ever offered in pin game history!

Size 21x41 inches
Prompt Delivery
Guaranteed!

IMPORTANT ANNOUNCEMENT!
All Super "8" Games Are Now Equipped with the ORIGINAL
MAGIC BUTTON
Which returns the "Out" balls upon insertion of extra nickel. This excellent feature means EXTRA profit for operators!

D. ROBBINS & CO.
Metropolitan New York Distributor
1141-W DeKalb Avenue—Brooklyn, N. Y.

Operator's Price - - - - $39.50

Texas News Flashes

(Continued from Page 46)

by-laws held a meeting September 19 at the offices of the Electro Ball Co., Dallas. A set of by-laws was drafted and approved by the committee and will be presented for consideration and adoption at the next meeting of the Association.

* * *

With all the new machines coming out and operators anxious to buy, Texas distributors and jobbers are certainly brushing up their showrooms and extending greeting smiles to customers. A big season is expected during the fall and winter.

* * *

Building activities of every nature are in evidence in Texas, all of which is encouraging to the operating clan. Money is again getting into circulation and when times get real "ripe" what a gathering for the operators there will be.

* * *

Ford S. Mason, president of the Ford Gum and Machine Company, Lockport, N. Y., was a recent visitor to Texas and the Southwest. Mr. Mason said he certainly had something interesting for operators in the way of a merchandiser.

* * *

We are sorry to report the passing away of Mrs. Dennard, mother of Howard Dennard, of the Tri-State Sales Company, Henderson. The Texas Operators Association sent a nice floral piece. Mr. Dennard is the designer and manufacturer of the famous Double-Shuffle Twin marble game.

* * *

There must be gold in them thar machines according to the way the Texas operators are blossoming out in new cars. They all go in for "loud" color schemes.

* * *

Charles F. Van Slyke, El Paso, is another Texas operator who handles operating in a business way. He has recently added a string of new equipment to his route and reports business good.

* * *

W. B. Denson, manager of the Denson Novelty Company, Cameron, Texas, recently went before the district attorney of his county and demonstrated that marble games were absolutely games of skill. He convinced the district attorney to the extent that the attorney gave him a written decision to the effect that the games were skill games and advised the Milam county officers to permit prizes. This is a decision from a Texas district attorney authorizing prizes on marble games.

* * *

According to reports, two attractive and unique marble games will soon be placed on the market by two Houston manufacturing firms.

* * *

T. H. Brown, manager Northwest Texas Novelty Company, Wichita Falls, reports business on the increase in his territory. Operators are buying new equipment freely, says Mr. Brown.

* * *

These maps that are listing Texas as being in the drought section are wrong because Texas is now all wet. General rains have visited every section of the state and there is ample moisture for every need. This, of course, has enthused the operators and they are all smiles and are exerting every effort toward taking unusual care of their locations.

* * *

Houston is some coin-machine hub itself. The Canal City claims as its

own a number of live-wire coin-machine men. Among them we find L. J. Guenther; Ernest M. Gates, of the Gulf States Amusement Company; H. W. Daily, of the South Coast Amusement Company; H. I. Drollinger, Wurlitzer Simplex phonographs; Lester Hearn, of the Lone Star Music Company; J. H. Birdwell, distributor; John Williams, of the Texas Coin Machine Company; Carroll A. Lewis, of the Houston Specialty Company; J. W. Harrington, of the Harrington Manufacturers, and Roy Sullivan, Steve Caloudos, J. M. Black, C. Green and B. J. Wooley, operators.

New Orleans Notes

● A showdown on police interference with legal coin machines in New Orleans is due this month when Rolfe Stanley takes a plea into Federal court, asking that Judge Wayne Borah grant a permanent injunction against the New Orleans police force, restraining it from seizing or destroying pin table games that are not gambling devices and that do not come under the gambling laws of either city or state. Stanley files his petition as a non-resident of New Orleans and the case supplants a plea for an injunction in state courts which was filed by J. H. Peres, secretary of the Coin Vending Machine Operators Association and victim of police cossackery.

The entire matter is involved and requires a look at the local political situation as well as various phases of the coin machine business. Up until the time U. S. Senator Huey P. Long accused New Orleans of vice and gambling for reasons which were apparently political, the city was wide open for slots and other devices, despite state laws to the contrary. From reliable sources, it is learned that the same conditions prevailed in the country parishes (counties).

After Long's broadside, with threats of martial law, the city clamped the lid on every thing illegal. Police conducted systematic raids on slots, and it is a tribute to the ability of the police force that after months of ignorance as to the whereabouts of gambling, overnight it knew just where to find everything.

In an excess of zeal, the police began taking in pin tables and destroying them. They got several belonging to J. H. Peres. Peres determined to put up a fight and solicited the aid of jobbers. For a time the jobbers apparently did not see it as their fight. At any rate Peres was disgusted and told AUTOMATIC WORLD he didn't care what happened. He finally took the case to a state court, where he asked for an injunction.

The court denied a preliminary injunction and set a date for the hearing. Meanwhile operators had been a bit dubious about taking the case into a local court, believing that the local situation was against them.

When the case came up for hearing Peres withdrew his suit.

On October 9 Rolfe Stanley, appearing in Federal court as a jobber and non-resident of the state, petitioned Judge Wayne Borah for an injunction. The petition will be heard this month.

Stanley apparently hopes that Federal action will be quicker than that of a state court. He bases his case on the fact that pin tables are legal games, not gambling devices and cites a statute which the Charity Hospital was successful in having passed at the last meeting of the state Legislature. This statute will probably reach the all high record for a legislative boomerang.

The Charity Hospital needed funds and sought about for something to tax. Practically everything was taxed or had powerful organizations behind it. So it looked like amusements, which always bear the burden, would have to take it again. The theaters were organized and had some political power; the coin machine men were not organized as powerfully as they should be. A statute was passed taxing pin tables and other similar games of skill, $2.50 a year for the benefit of the hospital. Under this definition the statute really befriends the operator, since it defines pin tables by name and gets away from the "bagatelle table" definition which was equivocative. Apparently, under this, the tables are not only games of chance, but are given legal sanction and the action of the police department in seizing them was altogether unwarranted. The result must be decided in court.

* * *

The Crescent Novelty Company has moved from its old quarters at 326 Chartres street, to larger and more commodious office space at 814 Carondelet street, in the Chalmette Hotel building, which once housed the enterprises of several coin machine jobbers. The new quarters provide show room, office and store space and are larger than the place formerly occupied. Eight squares from Canal street, it is still accessible to the commercial area and far enough off to offer parking space, which was at a premium in the Chartres street location.

* * *

The live-wire group of jobbers and manufacturers, Pipitone & Pace, are proud of their boast that they can give almost 24-hour service in repairing machines. The firm, which is headed by Joe Pipitone, well-known business man, and Jules Pace, vice-president of the Coin Vending Machine Operators Association, occupies the entire property at 517 North Scott street, where it maintains commodious offices and display rooms, a large repair shop, and its factory.

At one time Pipitone & Pace made its own pin tables. At present, however, they seem more interested in pushing the reliable makes which are on the market and in servicing them.

* * *

Rolfe Stanley announces two new games in this territory, Sparkplug and Keeney's Wild Cargo, both of which won't have much chance in New Orleans while the present crusade of morality, politics and stupidity holds out, but both of which should prove fast money-makers in the country parish where, since there are no political troubles, the citizens have not grown so touchy over other people's fun.

Immediate Delivery
on
Seeburg's New
Hockey Game
OPERATOR'S PRICE
$46.50
A liberal trade-in allowance on your used machines
W. B. SPECIALTY COMPANY
2507 Marcus Avenue
ST. LOUIS, MO.

Operator Elmer Spivins

"Hot diggety, school has started," remarked Elmer Spivins, the real card and operator supreme. "Them kids," he continued, "will have a lot of lunch pennies and nickels that I'm going after. You simply got to be on your toes these days to get the kale gathered in. I'll set in a few marble games, some counter stuff and, well, maybe a slot for the older youngsters."

And Elmer, smart op that he is, did that very thing. Pretty soon he had the school superintendent making statements to the press that the gambling machines were getting the kids' lunch money and should be stopped. The entire school board went into a huddle and came out only to be greeted by the ladies of the Civic and Culture Club, the Parent-Teachers Association, the Lend-A-Hand Club and a half dozen other organizations who had brought along their bread knives and were crying for the blood of every coin machine operator in Donakerville. They marched on the City Hall, rounded up the sheriff and every one of his assistants and the fun began. All machines were picked up including the lowly peanut and ball gum venders and one Daddy Law brought in a penny scale. Everything that had a slot on it had been listed by the citizenship of Donakerville as a slot machine and a game of chance.

Operators were given the cold shoulder by their neighbors and some who had membership in the churches were turned out. The butcher phoned every op, requesting that they drop around and pay up their account and the county jailer began to sweep out the cells.

The papers carried pictures of the sheriff and his assistants, claiming that they had just sponsored a great civic clean-up. But the truth is, Elmer Spivins is the one who really sponsored the clean-up, and if you doubt it, start spotting your stuff up against the public school buildings.

W.J.C. VENDING COMPANY IN NEW PLACE

The W.J.C. Vending Company, formerly of 167 Canal street, has moved into more spacious offices and showrooms at 239-241 Canal street, New York City. James Cante is president of this firm and invites operators in to see him. James can give you a better description of his new place, perhaps, than we can, so here's James:

"Our place is modernistically equipped. It is one of the nicest showrooms in the East. As you enter, the showroom has the appearance of a bungalow. With awninged windows and flower boxes, and separate entrances to the private office and workshop."

RECENT VISITORS

Among our recent visitors to the offices of AUTOMATIC WORLD were W. D. Hartsook and H. H. Miller, representing the A. J. Stephens Company of Kansas City, Mo. They have been appointing jobbers for the A. J. Stephens Company's products throughout Texas and other Southern states. We were very glad to have them call on us and we certainly enjoyed meeting the representatives of a firm we had been doing business with for several years. Our business dealings with the A. J. Stephens Co. have always been unusually pleasant in every way.

"SIGNAL" NOW AVAILABLE IN TWO POPULAR SIZES

Bally Manufacturing Company is now producing a junior model Signal (40 inches by 17 inches), as a companion to the original senior model (46 inches by 22 inches). Discussing the new model, Ray Moloney, Bally's president, stated that the decision to build Signal in a smaller size is the result of popular demand on the part of operators and jobbers. "The smooth shooting action of Signal," Ray stated, "together with the clever automatic 9-at-a-time ball advance, has captured the pin game public everywhere. As the trade knows, Signal was invented by Harry Williams, inventor of Contact, and when we took it over, we had in mind merely the so-called de luxe market. Signal clicked so well with the public, however, that the trade literally demanded that we duplicate Signal in the standard size, popular price model. Operators tell us that Signal collections can only be compared with those of Airway at its best and furthermore they believe that Signal has the same mysterious "something" that Airway had—a peculiar appeal to the dyed-in-the-wool skill-shooters, which insures long life on location."

PACE COIN OPERATED MACHINES
Comprise THE LARGEST—MOST COMPLETE—MOST VARIED—MOST PROFITABLE-TO-THE-OPERATOR LINE OF MACHINES EVER MANUFACTURED UNDER ONE ROOF IN THE HISTORY OF THE INDUSTRY
100 MODELS NOW SELLING OR IN COURSE OF PRODUCTION
50 YEARS IN ADVANCE OF ALL OTHER FACTORIES
STRAIGHT BELLS—MYSTERY BELLS—SIDE VENDERS—FRONT VENDERS—GOLD AWARD—BATH ROOM SCALES—PENNY SCALES—ROLETS—DANDY VENDERS—5-CARD MACHINES—HIT ME—PINBOARDS—MERCHANDISE VENDERS AND EVERY TYPE OF COIN OPERATED MACHINE KNOWN TO THE TRADE.
GET OUR CIRCULARS AND PRICES—YOU'LL DISCARD ALL OTHERS
PACE MFG. CO. INC.
1182 Market St. San Francisco Cal.
2909 Indiana Avenue Chicago Illinois

JUNIOR MODEL
40 in. by 17 in. Shipping weight approximately 95 lbs.

SENIOR MODEL
46 in. by 22 in. Shipping weight approximately 125 lbs.

COIN-MECHANISM
Choice of 1-cent or 5-cent.

Signal

FOR BIGGER and STEADIER PROFITS

ANOTHER hit by Harry Williams, originator of Contact, SIGNAL is fast becoming America's most popular pingame. Thousands of SIGNALS already on location prove, not only big earning power, *but steady, consistent profits,* week after week and month after month!

SEE OTHER SIDE OF CIRCULAR FOR COMPLETE DETAILS

SIGNAL

9 BALLS ADVANCE AT 1 TIME

BELL RINGS, SIGNALS OPERATE . . . ALL BY ACTION OF ONE BALL IN SKILL HOLE!

HERE'S a PROVEN PROFIT-PRODUCER! 2000 SIGNAL machines were placed in and around Los Angeles County alone in a period of only 3 weeks—and today the demand for SIGNAL is rapidly sweeping across the country! *Machines now on location 6 to 8 weeks WITH COLLECTIONS INCREASING EVERY WEEK—prove that SIGNAL gets the play and holds it*—not by short-lived novelty appeal—but by a combination of MARVELOUSLY SMOOTH SHOOTING ACTION and FAST, FASCINATING ADVANCE ACTION!

Miniature semaphores flash up and down when player shoots ball in SIGNAL Skill Hole, allowing balls to advance to higher scores. Each of the 3 entrances to Advance Alleys is positively a SKILL SHOT, as is the SIGNAL hole at top of board. This powerful skill appeal attracts and holds a steady play.

POSITIVELY BUGLESS!

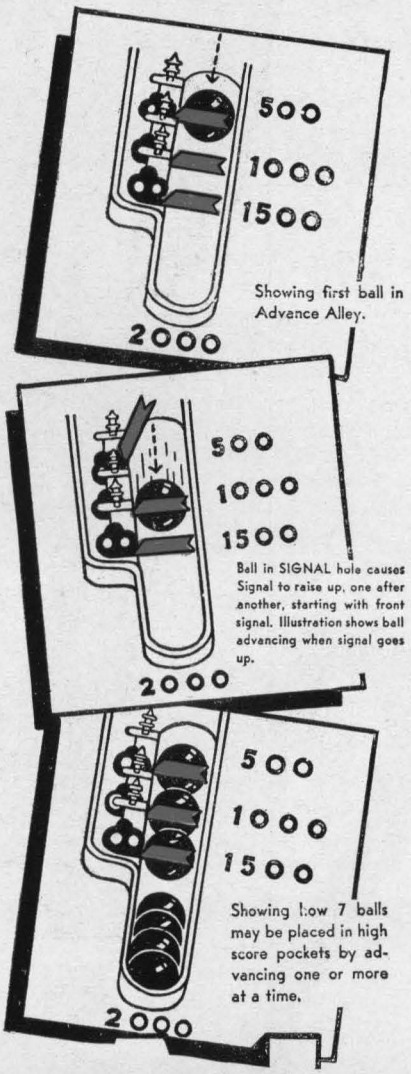
Thousands of machines on location—many for 8 weeks or more—and not a single mechanical complaint!

SUPERBLY BEAUTIFUL CABINET!

Two-tone natural wood, with neat color accent.

MONEY-BACK GUARANTEE!

Try a sample SIGNAL for 7 days. If you are not 100 per cent satisfied—if it doesn't more than fulfill your expectations—return sample for immediate refund of full purchase price. Fair enough? Then why delay? Shoot in your order NOW!



Showing first ball in Advance Alley.

Ball in SIGNAL hole causes Signal to raise up, one after another, starting with front signal. Illustration shows ball advancing when signal goes up.

Showing how 7 balls may be placed in high score pockets by advancing one or more at a time.

JUNIOR MODEL
(40 in. by 17 in.)
$39.50 Each
Including 10% tax, f.o.b. Chicago. 1/3 with order, balance C.O.D.

SENIOR MODEL
(46 in. by 22 in.)
$59.50 Each
Including 10% tax, f.o.b. Chicago. 1/3 with order, balance C.O.D.

When ordering specify whether JUNIOR or SENIOR Model

Be First in Your Section with This Winner! Wire Your Order Today!

BALLY MANUFACTURING CO. 4619 Ravenswood Ave., CHICAGO

PRINTED IN U. S. A.

HOLD AND DRAW DROP KICK MAGIC BARREL

Come by and See the NEW TICKET MACHINE Now on Display at Our Showroom

ALL READY FOR IMMEDIATE DELIVERY. ALSO—

Select-Em, Sportsman, Champion, Red Arrow, Blue Streak, Super "8", Autobank, Signal, Merry-Go-Round, Subway, Jack Rabbit, and all other money making marble games. You don't have to go anywhere else, we have them all. Line up with a distributor that can supply your every want. Parts, Repairs and Supplies.

May-Way Checks and Attachments

We are state distributors for the New MAY-WAY check and attachments. If you operate slots on checks be sure and get full information on this money saving attachment. It is a sensation and a relief to all operators.

Used Machine Bargains

Rockets, Jigsaws, Fleets, Blue Ribbons, Crusaders, Master Contacts, Lightnings and many others. These machines are reconditioned and in good working order. For sale at lowest prices. Write us your wants in used machines.

We Are in the Market for Used Slots. Will Take Slots as Trade-ins.

Frank-Rich Distributing Company

812 Burnett St. (Medical Arts Bld.) Phone 2-1686 FORT WORTH, TEXAS
(SEND ONE-THIRD DEPOSIT WITH ORDER)

APPLICATIONS FOR SPACE TO BE MAILED

Announcements and application forms for space at the 1935 Coin Machine Show will be mailed before the end of October, according to announcement from Convention Manager J. O. Huber.

This results from a meeting of the Convention Committee of the National Association of Coin-Operated Machine Manufacturers held October 16 at the Association office, 120 South LaSalle street, Chicago, at which the committee approved various details concerning the convention.

Anyone desiring to exhibit who does not receive space application blanks by November 1 is requested to get in touch immediately with Mr. Huber at the Convention Manager's office, 610 West Van Buren street, Chicago.

Preferential allotment of space will be made to companies whose applications properly filled out and signed, accompanied by check in full or for not less than one-half of the total space rental, have been received by November 15. Exhibitors at the 1934 exhibition who request the same space for the 1935 show will be given first choice of that space.

SOUTH COAST AMUSEMENT BUSY

Mr. Daily, manager of the South Coast Amusement Company, Houston, Texas, reports a bumper business for the month of October. He states that his business shows a growth every month. This firm can supply operators with any dependable machine on the market. In this issue the South Coast firm is running a full page ad, listing new machines and some wonderful bargains in used equipment. Be sure and study this ad.

WICHITA FALLS IS COIN MACHINE CENTER

Wichita Falls, Texas, is another coin machine center of Texas. There are a number of live-wire operators and distributors located in this fine city. Among these we find the Lone Star Coin Machine Company, located at 614 Eighth street, with that coin machine expert, H. W. Carpenter, in full charge. This firm distributes and they are always on the look-out for live-wire machines that will produce.

Mystery Game Scores Big Hit

● The Blue Streak mystery pin game which entered the market without the name of any manufacturer and with only the backing of the leading coin machine distributors, scored an immediate hit in the New York market. When the first samples arrived special delivery on the Twentieth Century of the New York Central Lines there was a large crowd gathered at the station and at the headquarters of the Modern Vending Company in New York who had made the fact known that this mystery game would be at their quarters that day and when opened, created a sensation in the fact that the largest orders for this type of popular priced game that have ever been placed for any pin game were placed then and there.

It also happened that both Joseph Fishman of the Amalgamated Vending Machine Operators Association, and Saul Kalson of the Greater New York Vending Machine Operators Association, were present at the arrival of the machine and Mr. Kalson stated that he personally believed that whoever the manufacturer was he was releasing the machine at entirely too low a price for the quality construction which the game had.

This statement from one of the leaders here plus the large orders that were being placed so overjoyed both Nat Cohn and Irving Sommer of the Modern Vending Company that they hopped the next plane for Chicago to consult and plead with the manufacturers for immediate delivery of the first five carloads of the games to arrive here. It is since known that Nat Cohn signed a check for $10,000 on his arrival in Chicago for his initial order of the game.

LEADERS *FOR OVER 38 YEARS* as MANUFACTURERS
Of Coin-operated Machines
HOME OF THE FAMOUS
"Electric Traveling Crane"
INTERNATIONAL
Mutoscope Reel Co., Inc.
516-20 W. 34th St. NEW YORK CITY

TOO LATE TO CLASSIFY

WANTED TO BUY—USED 5c TOKENS; 5c Puritan Bells; Mills Machines (Straight Front preferred); Slot Machines of all types. Van Meter Bros., 2205 Leonard, Dallas, Texas.

FOR SALE—20 MILLS SILENT SKY-scrapers, Escalators and Gold Awards in 1c, 5c, 10c play; used 30 days. Perfect condition; guaranteed. Willard M. White, 1404 West Fifth Street, Fort Worth, Texas.

WANTED—MILLS, JENNINGS OR WATling Slot Machines. Will pay cash if priced right. Dept. WMW, Automatic World, 120 St. Louis Avenue, Fort Worth, Texas.

WANTED — MILLS SLOT MACHINES. Mills Bell Boys, late model Rockets and Marble Tables. Ace High Vending Machine Co., McFarland, Kansas.

NEW LITE-A-LINE GAME NOW ON TEST LOCATIONS SHOWS SPLENDID RESULTS

Pacific Amusement Mfg. Co. reports continuous player interest and excellent earnings from their new game Lite-A-Line, now on test locations.

Lite-A-Line involves an entirely new principle for showing awards in a cross-section of numbers located upon a back board especially designed for that purpose. The larger type Lite-A-Line involves three separate sets of numbers arranged in square formation, each award square being set in an individual frame and controlled by one of three coin chutes. Each square is also identified by one of three colors.

When the balls are propelled around the scoring field and come to rest in a numbered hole of corresponding color to the chosen award square and coin chute, a contact is made that lights up the number on the cross-section group. As the play progresses more numbers illuminate when additional contacts are made. The main object of the game is to light up one or more direct lines of numbers. Naturally enough, this method of building up one's award in a progressive manner, step-by-step, carries great player appeal, as evidenced by the throngs that are now gathering in test locations to join in Lite-A-Line's interesting performance. Two or three players can try at the same time, or one player can insert a coin in each of the three coin chutes to increase his opportunity for obtaining results. Lite-A-Line is the first game to adapt the new Marvel coin chute as standard equipment, using three side by side on each large game. The game is also furnished in a smaller size. It is said that the earning power of Lite-A-Line compares favorably with the bell-fruit type of machine though essentially a table type of game.

PHONOGRAPH RECORD REVIEW

By A. W. ROOS
Brunswick Record Corporation

● Reports from the field indicate that patrons of automatic playing phonographs are consistent to the extreme in their demand for the hot dance type of record and particularly those put over by Clarence Williams and his orchestra. This group has for a long time had first call from a majority of the untold thousands of patrons of these instruments. His latest pair of novelty dances put over for Vocalion records in his thoroughly individual manner consists of "Sugar Blues" and "Ain't Gonna Give You None of My Jelly Roll." More music of this same type is offered by Joseph Robechaux and his New Orleans Rhythm Boys who have two thrilling recordings in "Saturday Night Fish Fry Drag" and "Foot Scuffle." The type of fox trot that most people call for is well represented in the current Vocalion offering by Ina Ray Hutton and her Melodears, one of the leading orchestras operating under the baton of a feminine leader, who play "Georgia's Gorgeous Gal" and "Twenty-four Hours in Georgia," two captivating fox trot arrangements. Joe Green and his orchestra offer fox trot tempo recordings of picture tunes in "Too Beautiful for Words" from "Wake Up and Dream," and "I've Got Sand in My Shoes" from "Convention Girl."

Gene Kardos and his orchestra also have gone to the pictures for titles, and his selections are "Talkin' to Myself" from "Gift of Gab" and "The Continental" from "Gay Divorcee." This latter title should be a repeat number, as its popularity is stimulated by its subtitle (You Kiss While You're Dancing). The Kardos orchestra also have fine renditions of the popular numbers "Stars Fell on Alabama" and "Learning," and all the four are fox trots. Don Walker and his orchestra offer "Let's Pretend There's a Moon" from "Wake Up and Dream," this being a fox trot and in the same rhythm "Isn't It a Shame?" and "In the Quiet of an Autumn Night." Walker's concluding number in his list is the title song from the new Grace Moore picture "One Night of Love," this being put over by the orchestra as a most entrancing waltz.

First Mother: "Are you bothered much by your children telling fibs?"

Second Mother: "Not so much as by their telling the truth at very inappropriate times."

"SELECT-EM"

AMERICA'S GREATEST COUNTER GAME

PRICE

$12.50

F.O.B. CHICAGO

PLAYS PENNIES—NICKELS—DIMES AND QUARTERS

through same slot. **Also available in straight 5c play.** Shows last coin played. Cheat-proof! Has two reward cards. Play for cigarets or trade merchandise. Size, 14 in. long, 10 in. wide, 5 in. deep. Shipping weight, 17 lbs.

It's just that kind of a Dice Game players want —and nothing else—a dice game that lets 'em play their own lucky number to win.
Talk about — "fascination"—"action"—"attraction" and "playing power"—"money-maker"—here you've got it all combined in "SELECT-EM."

Every player has a "hunch" on a certain dice number that he likes to play—particularly in that ever popular dice shaking 26 game—and remember those "big and little dicks" and Joes when rolling the bones in a crap game. NOW—he gets the same thrill—playing "SELECT-EM."

HAS THE SIMPLEST, EASIEST UNDERSTOOD PAY-OFF—NOTHING TO EXPLAIN TO PLAYER

This feature alone is a great welcome to proprietors of locations—saves much bother and time.

Luck is a popular belief with most everybody. "SELECT-EM" has just that particular appeal—to try one's luck—a new feature—so different from any other dice machine. A player chooses his number with the Selector—and should he match his number selected with a pair—three's or four's—he will be rewarded accordingly.

Electro Ball Company

1200 CAMP STREET . . DALLAS, TEX.

BRANCH OFFICES

527, West Ninth St., Oklahoma City, Okla
1513 Louisiana Street, Houston, Texas
428 Main Avenue, San Antonio, Texas
240 Dryades, New Orleans, La.
125 South Seventh Street, Waco, Texas
Lubbock, Hotel, Lubbock, Texas

Modernistic Trends in Coin Machine Design

By KARL KLEIN
Groetchen Tool Mfg. Co., Chicago

● Exhibitions like Century of Progress at Chicago exercise great influence in molding and changing the taste of the great masses of the American public. Of the millions and millions who passed through the gates of this exposition, many went away with entirely new conceptions of beauty, not only of home furnishings, architectural designs, but more even so of beauty in manufactured industrial products.

There is no doubt about it that "art moderne" has come to stay in our midst, that beauty expressive of functional design is taking the place of mere ornamentation. These millions of visitors whom so tasted were so profoundly influenced by the exhibits at the World's Fair will not only be immediate customers for products incorporating modern design and beauty, but their influence among their friends and in their community will hasten consumer demands for modernized products, resulting in quick obsolescence of yesterday's and yesteryear's accustomed designs.

It only needs a consultation of the newest catalogs of the two large mail order houses to see how the guiding minds of these big institutions are aware to the changing trends in public tastes. Washing machines or gas stoves—who would have dreamed of these modern, artistic designs only two or three years ago. Electrical appliances, furniture, radios—they all reflect this spirit of tomorrow.

It is particularly gratifying that the largest manufacturer in the coin machine industry has taken the leadership in fashioning his products in the modern spirit. Other manufacturers have been as quick to realize that modern design is a valuable sales asset in their machines, not only does it get their machines into the best of locations, but somehow or other players instinctively seem to prefer the modernistically designed machine because it indicates progressiveness on the part of its manufacturer. A most significant indication in this respect is a letter which our company recently received from Shanghai, China. The writer requested quotations on our machines, "especially those of modernistic or futuristic design, as his customers preferred them over the old-style conventional designs."

Among the newest offerings of this industry, the new Dice-o-Matic Vender of the Groetchen Tool Company is perhaps the most perfect expression of the new trend. Its highly polished chromium front reminds one immediately of Chrysler streamlined cars; for the decorative scheme the manufacturers have chosen colors resembling the popular Neon signs, deep orange against a rich blue background. Finally the cabinet has been given a dark velvet like finish, which not only looks rich and impressive but is very pleasant to the touch. The result is a machine of compelling beauty which arrests the customer's attention and induces him to play.

The industry is to be congratulated on such leadership which tends to increase the esteem of the public for coin operated machines and devices.

BOY! AND DO THEY LIKE THE AUTOMATIC WORLD!

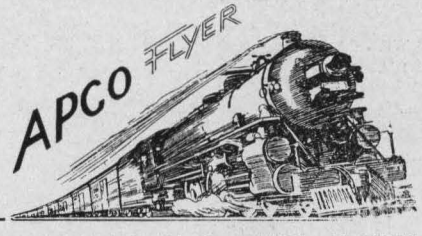
Automatic World,
Fort Worth, Texas.
Gentlemen:

Will appreciate it very much if you will kindly change my address on your mailing list from ——to ——.

If this reaches you about the time September issue is being mailed, will appreciate it if you will rush this to your mailing department for I would not miss an issue of the WORLD for the price of a year's subscription.

Yours very truly,
JAMES K. ANDERSON
(Texas)

The Smithsonian Institute reveals that there is 45 trillion dollars' worth of gold in the ocean, but we don't suppose it will comfort a seasick guy much to know he's rolling in wealth.



GET ABOARD THE APCO FLYER—RIDE WITH US TO BETTER PROFITS

Announcement . . .

In line with our present policy and to better serve our clientele we have moved our sales and showrooms to . . .

876-878 BROADWAY
NEW YORK CITY

We invite out-of-town trade to visit with us at our new and spacious showrooms.

JOBBERS: Our salesmen cover the entire United States. To be on our salesmen's calling list simply drop us a card with your name and address.

ATLANTIC & PACIFIC MDSE. CO.
876-878 Broadway ● New York, N. Y., U.S.A.
IMPORTERS and MANUFACTURERS

Identify yourself to advertisers by mentioning AUTOMATIC WORLD

WANTED

Operators to take over exclusive county rights for our new 1c selective spearmint and peppermint stick gum vender. Our machine is of modernistic design and chromium finished. The finest locations welcome this beautiful vender. We furnish high grade gum at only 25c per 100 sticks. Extremely low quantity prices for our machines. If you desire **a steady income,** rush $8.50 for sample machine, with 200 sticks of gum included free. Mention counties desired.

D. ROBBINS & CO.
1141-W—DeKalb Ave., BROOKLYN, N. Y.

Announcing the New Larger Sized

SUBWAY SPECIAL

BEAUTIFUL NEW CABINET

The Game that Looks Like A MILLION DOLLARS!

$32.50

READY Now! ORDER YOURS TO-DAY!

NEW 40x18-IN. SIZE !

In response to the operator's demand for a larger sized SUBWAY in a de luxe cabinet, GENCO presents the SUBWAY SPECIAL! An electrically operated game so beautiful, so thrilling to play that its earning power is unlimited! The SUBWAY SPECIAL is the game you need to increase your earning power—its low price permits you to have more games per dollar invested!

GENCO GAMES ARE BETTER

Subway Specials Will Increase Your Profits!

Order From Your Local Jobber or Direct

GENCO, Inc.

2625 N. ASHLAND AVE
CHICACO

NEW ORLEANS POLICE ENJOINED FROM SEIZING MACHINES

New Orleans, La.—Superintendent of Police George Reyer was directed in an order signed Wednesday by United States Judge Wayne G. Borah to show cause at 2 p. m. October 16 why he should not be enjoined from seizing or attempting to seize coin machines known as "Rocket" and "Champion" pin tables in New Orleans.

Petition for an injunction to restrain Superintendent Reyer and his police from seizing the machines, which are used in playing mechanical ball games, was brought by Rolfe Stanley, who said he is an agent for the Bally Manufacturing Company of Chicago and owner and operator of numerous pin table games in New Orleans.

Numbers of the pin tables already have been seized and destroyed by police, and Stanley has been informed that police will continue to seize and destroy all such machines found in New Orleans, the petition said.

The petitioner has state and city licenses for operating the tables in New Orleans, according to the petition, which alleged that the tables are not used in gambling, and are purely games of skill.

On September 4, the petition charges, one of the machines was seized at Krupp's Restaurant, 343 Baronne street, and destroyed an hour later, and since that time police have seized and destroyed many other of the machines.

PASSING THOUGHTS

What happened to the Coin Machine Mart and year-around exhibition idea that sprung up on the West Coast some months ago? Did it die in its tracks? It was ballyhooed like a circus.

We are still looking for the BLUE BOOK guide that was to be compiled and published in New York about a year ago or longer.

We wonder if Nathan Leverone, Automatic Canteen pilot and merchandiser master mind, will be an exhibitor at the February coin machine show.

We hope the floor show at the banquet next February will be staged on a platform. At the last banquet there was no floor space available for a floor show. Not only was it displeasing to the crowd but the disturbance and interference was displeasing to the artists.

We can already see that the Pacific Coast will certainly be represented among the exhibiting manufacturers at the next big Chicago show.

Before long, at the present rate, we will see every operator proclaiming the fact that he's a jobber and the manufacturers will be back in the old "rut" again, just selling direct to the operator like they did in humpteen and sixty eight.

MILLS NOVELTY COMPANY APPOINTS DISTRIBUTOR

Mills Novelty Company of Chicago has appointed the Novelty Sales Company, 923 N. W. Sixth street, Oklahoma City, Okla., distributors of all Mills machines, supplies, parts and products. Mr. C. A. Kettering is the president of the Novelty Sales Company and he promises operators of Oklahoma and Texas, a service that will be appreciated. A three thousand dollar stock of repair parts for all machines will be carried by the Oklahoma distributors and immediate deliveries will be made on any machine. Mr. Kettering is anxious to have the Texas and Oklahoma operators take into consideration that they can save from four to seven hours by ordering their machines from Oklahoma City. Be sure and see the Novelty Sales Company's ad in this issue.

THANKS, KANSAS JOBBER

We wish to thank a certain Kansas jobber for sending us a selective list of some fifty names of Kansas operators and requesting that we mail them a copy of our September issue. We mailed out the copies at once and trust each operator received his copy and enjoyed it. This kind of co-operation is appreciated most highly.

People can't be very miserable when they'll pay forty cents to see a movie show of more misery.

WATCH—WAIT—READY SOON!

PACIFIC'S REAL FOOTBALL GAME

Just as life-like as the game on the gridiron—ten-yard gains—teamwork—the ball advancing up and down the field—touchdowns! Everything to draw the player's attention—to tackle and hold unceasing interest. Yes! One hundred test locations to prove it!

Pacific Amusement Mfg. Co.

4223 W. LAKE STREET CHICAGO, ILL.

1320 S. HOPE STREET LOS ANGELES, CALIF.

Advance Vending Machines

More Than 100 Models
Send for 1934 Catalogue

Advance Machine Co.
4641-47 Ravenswood Ave.
CHICAGO, ILL.

Identify yourself to advertisers by mentioning AUTOMATIC WORLD

$29.50

TAX PAID

F.O.B. Chicago

THE ONLY 40 INCH PIN GAME AT THIS PRICE

★★★★

BLUE STREAK is an immediate "4 STAR HIT." The FIRST ENTIRELY MECHANICAL TRULY DIFFERENT — ORIGINAL — SKILL ACTION GAME! The THRILLING Moving skill-play TURRETS—tha: progress the score in a NEW —ORIGINAL manner! The zipping —"3 Cushion" Skill-Shooting action to get into the High Score lower TURRET FASCINATES and HOLDS the players by the hour. BLUE STREAK IS DIFFERENT—it's a precision engineered game of skill.

ENTIRELY MECHANICAL—no batteries. Yet each TURRET Skill shot automatically zips right over to the Next High Score and gradually opens the gate for the BIG SCORE—"3 Cushion" skill Shot Lower TURRET. OUT BALLS RETURN to become FREE PLAYS for the skillful players.

America's Newest and most beautiful 40" by 19" cabinet with NEW METALIZED BLUE coating. EVERY FEATURE, New, Different and Better with ABSOLUTE SKILL ACTION in the finest detail.

SIZE
40 INCHES
By
19 INCHES

★★★★

ALL NEW, ORIGINAL FEATURES
PRECISION ENGINEERED

★★

The Red Hot
'4 Star" Hit Game
you NEED—at a
RICE YOU LIKE!

★★

BLUE STREAK

So Good
IT WAS INSTANTLY
TIED UP EXCLUSIVELY
BY THESE LEADING
DISTRIBUTORS FOR
THE FOLLOWING
STATES

Quick!

JOBBERS - OPERATORS — *RUSH YOUR ORDER TO YOU*
NEAREST DISTRIBUTOR TODAY FOR AMERICA'S BEST BUY

MODERN VENDING COMPANY
656 Broadway • New York, N. Y.
New York, Connecticut and No. New Jersey

AUTOMATIC AMUSEMENT COMPANY
683 Linden Ave. • Memphis, Tenn.
Arkansas, Oklahoma, Texas, Tennessee, Louisiana, Mississippi and Alabama

TRIMOUNT COIN MACHINE CO.
1292 Washington St. • Boston, Mass.
Massachusetts, New Hampshire, Rhode Island, Vermont and Maine

BANNER SPECIALTY COMPANY
1530 Parrish St. • Philadelphia, Pa.
Southern New Jersey and Eastern Pennsylvania

THE MARKEPP COMPANY, INC.
3902 Carnegie Ave. • Cleveland, O.
Michigan, Indiana, Ohio and Kentucky

SILENT SALES COMPANY
Silent Sales Bldg. • Minneapolis, Minn.
Minnesota and South Dakota

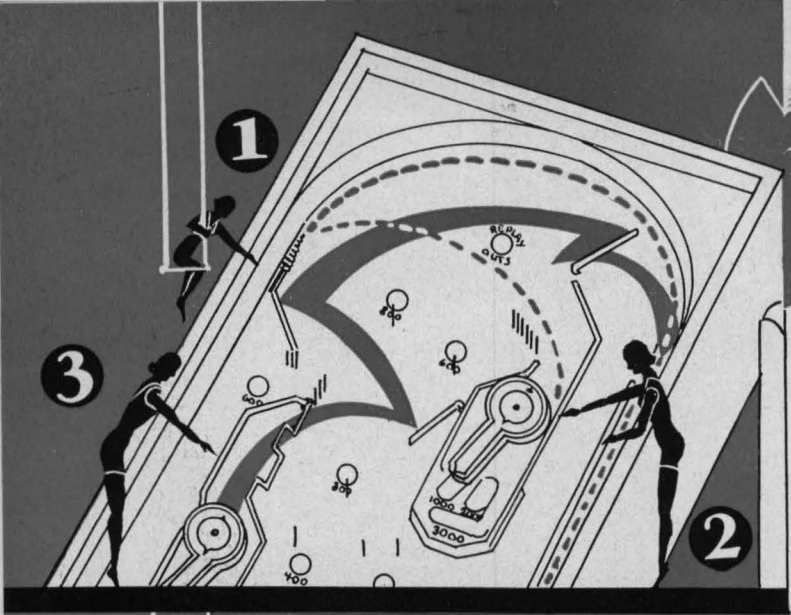
B. D. LAZAR COMPANY
1340 Forbes St. • Pittsburgh, Pa.
Western Pennsylvania and West Virginia Maryland, Delaware, Washington, D. C., and Virginia

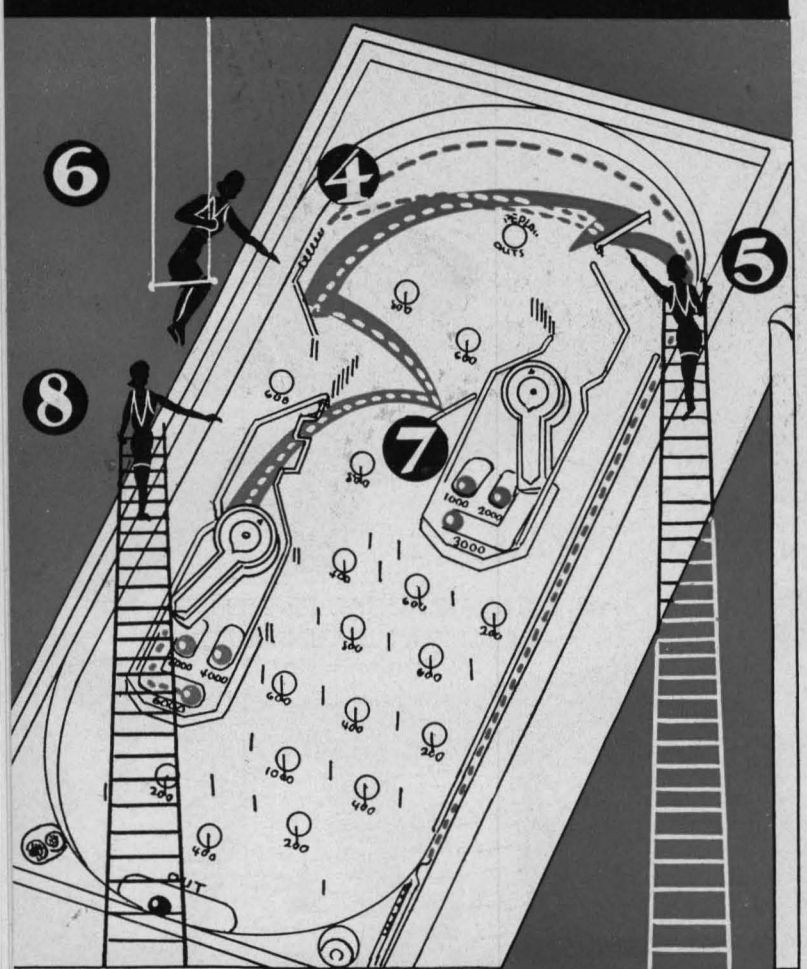
BUILT BY AMERICA'S FOREMOST PIN GAME MANUFACTURER

ADVANCE AUTOMATIC SALES CO.
1082 Golden Gate Av., San Francisco, Cal.
Northern California, Washington and Oregon

THE VENDING MACHINE CO.
205 Franklin St. • Fayetteville, N. C.
North Carolina and South Carolina

GODDARD NOVELTY CO.
11 & 12 Brownlow St.
London, W. C. I., • ENGLAND
Great Britain and British Colonies





BLUE STREAK

The 4 Star Hit Game

THRILLS ACTION SPEED SKILL

FOLLOW ILLUSTRATIONS AS YOU READ THESE NEW, SENSATIONAL SKILL-PLAY FEATURES OF BLUE STREAK:

1. Ball is shot from plunger to rebound spring where it caroms off to . . .
2. Upper TURRET. When ball enters first 1,000 high score pocket here the TURRET automatically moves over to next 2,000 high score pocket. Therefore the next ball entering the upper TURRET will go to 3,000 score pocket. All following balls after second ball shot into this upper TURRET will be retained in 3,000 score pocket. As first skill-shot ball enters into this upper TURRET . . .
3. Gate guarding lower high score TURRET opens halfway. When second ball enters the upper TURRET this gate opens completely allowing for "3 cushion" skill-shots to lower TURRET . . .
4. You are now shooting to get ball in higher score pockets of lower TURRET. Ball hits off rebound spring here and . .
5. Caroms off first cushion spring (where this figure points) and then zips over to . . .
6. Second cushion spring, below rebound spring, (where this figure is pointing) and then drop-bounces to . . .
7. Third cushion spring, from where it enters . . .
8. The now open gate of the lower TURRET. When this "3 cushion" skill-shot is completed the ball enters the 4,000 score pocket and the TURRET automatically moves over making ready to place the next "3 cushion" shot ball into the 5,000 score pocket. After getting into this lower TURRET the second time it again moves over and allows all following balls shot here to enter into large 6,000 highest score pocket.

ALL THIS ACTION IS ABSOLUTELY MECHANICAL. NO BATTERIES. OUT BALLS ARE RETURNED WHEN BALL ENTERS "REPLAY OUT" HOLE ON TOP OF BOARD.

BLUE STREAK is already acclaimed the greatest, skill-action pin game in history. It's a WINNER!!

"BLUE STREAK IS PRECISION ENGINEERED"

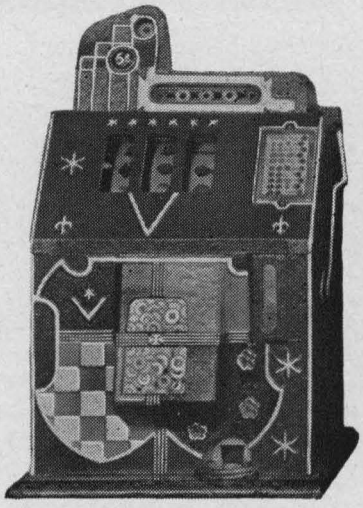
Professional Operator's Price, Tax Paid, F.O.B. Chicago, Only $29.50

PRINTED IN U.S.A.

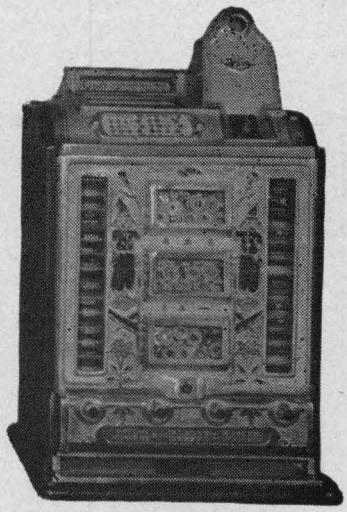
ORDER TODAY FROM YOUR NEAREST DISTRIBUTOR AS LISTED ON OTHER SIDE!

Get Your Mills Machines From Oklahoma City

WE have recently been made distributors of Mills Machines and are now in a position to deliver all machines made by the Mills Novelty Company of Chicago, at factory prices plus freight from Chicago. Be sure and get in touch with us for Mills products. Save from four to seven days delivery time.



WE feel very proud of the fact that we are able to announce to the trade of Texas and Oklahoma, that we have been made distributors for the Mills Novelty Company of Chicago. We are in a position to give you the best service possible. We also carry a three thousand dollar stock of repair parts for all their machines and have a competent factory trained mechanic in charge of our shop. We will be glad to quote prices on repair work from the smallest job to a complete overhaul. This is the first time the South has been offered this super service.



Don't forget that we also carry a complete stock of new and used vending and marble machines. In fact, we can supply any of your needs. We will also take in used machines at a fair value. See us first. Operators in Oklahoma and Texas can save from four to seven days time by obtaining their machines through our office.

NOVELTY SALES COMPANY

923-25 N. W. Sixth Street P. O. Box 957—Phone 2-2467 OKLAHOMA CITY, OKLA.

DECCA RECORDS SWEEP THE COUNTRY

Newly Organized Record Firm Promise Operators Close and Profitable Co-operation

A short time ago the greatest record proposition ever offered by the industry was announced by Decca Records, Inc., home office 799 Seventh avenue, New York City.

Under the capable leadership of Jack Kapp, president, and E. F. Stevens, Jr., vice-president and general manager, the new amply financed company is making sensational strides in the record industry here. They have the following outstanding artists and orchestras sewed up exclusively by Decca and some of their new releases are advertised in this issue.

Bing Crosby, Guy Lombardo and his Royal Canadians, Ted Lewis and his famous orchestra, Mills Bros., Glen Gray and his Casa Loma orchestra, Isham Jones and his celebrated orchestra, Bob Crosby (Bing Crosby's brother), Earl Hines and his famous colored orchestra, and so many more outstanding artists we cannot mention same herein. A marvelous array of new race—hillbilly and hot dance recordings will be issued regularly by famous well known artists and orchestras.

The new sensational Decca records are made of the finest ingredients money and modern science and equipment will permit. Decca records are sparkling electrical warp-resisting long wearing discs, the most faithful recordings ever produced.

To speed service to dealers and operators everywhere and save them transportation costs eight fully equipped branches have been established to serve you better. The Southern branch headquarters are at 738 Poydras for New Orleans, under R. N. McCormick with sub-branches at Dallas, address 919 South Ervay street, under H. M. Crowe, and in Atlanta at 225 Pryor street S.W., under Warren Fitch.

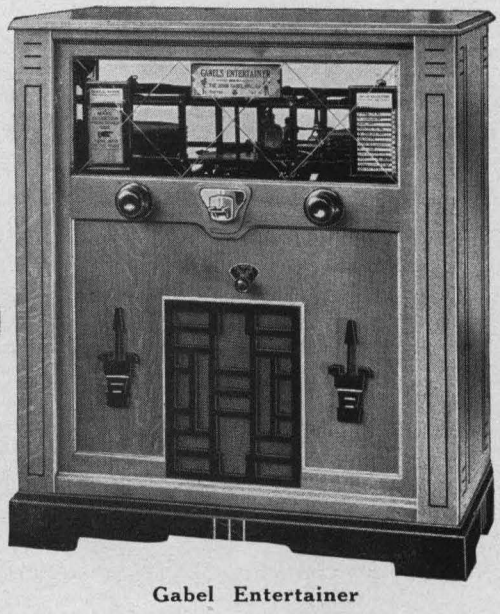
For the first time in the industry new recordings by these well known artists and orchestras are available to dealers in the 10-inch size at 21c each f.o.b. branch. Now operators here is your opportunity to use new Decca records plentifully and increase the earning power of your phonographs. Send your orders to nearest Decca branch for service.

COLUMBUS

COLUMBUS machines always lead. The new Model "21" is sweeping the country by storm. We handle all Columbus machines and parts. Also supplies of all kinds. Send for circular.

F. C. EWING CO.
1030 Stayton St.—P. O. Box 851
Phone 2-5288 FORT WORTH, TEX.

THE BEST MONEY CAN BUY



Gabel Entertainer

TWENTY YEARS OF OPERATION

GABEL PHONOGRAPHS ARE SWEEPING THE COUNTRY LIKE WILD-FIRE. ANYWHERE GOOD MUSIC IS IN DEMAND, GABEL PHONOGRAPHS FULFILL THAT DEMAND. SWEET, CLEAR TONE THAT IS DELIGHTFUL TO HEAR. BEST OF MECHANISM—PROVEN A SUCCESS DURING 20 YEARS OF OPERATION. OPERATORS CAN'T GO WRONG WITH GABELS.

THE GABEL ENTERTAINER AND THE GABEL JUNIOR

Stand alone as the leaders of all coin-operated phonographs. Order your GABELS today. Get them on location and start making some real money.

LOUISIANA DISTRIBUTOR

For Gabel Entertainer and Gabel Junior

Automatic Distributing Co.

A. E. STOKES, Manager

New Caddo Hotel Phone 5908 Shreveport, La.

GOLDEN-GATE

Exhibit's Greatest Creation

with EXHIBIT'S original "OUT BALL" return hole

PRICE $39.50
F.O.B. CHICAGO

Conforming to EXHIBIT'S strict policy . . . to make EXHIBIT games far more profitable to all operators . . . like all other EXHIBIT products, "GOLDEN-GATE" has been thoroughly tried . . . positively tested and proven to be a GREAT MONEY MAKER on actual locations before placed on the market.

"GOLDEN-GATE" was instantly accepted by players . . . and unanimously acclaimed the most marvelous . . . the most thrilling pin game ever seen or played.

You too, Mr. Operator, will admit so . . . players on your locations will prove it.

"GOLDEN GATE" is dedicated to the players' demand "MORE GAME for the Money" and FAR MORE MONEY for OPERATORS. It has been designed to be the most attractive pin game ever seen. Players and Operators will marvel at the mirror-smooth, spacious playing field . . . finished in a beautiful rolling green . . . red guiding lanes to gauge shots . . . to the gangway . . . and silver field . . . trimmed with sparkling chromium-plated rails and fittings. Cabinet finished in two-toned walnut. All in all . . . if "GOLDEN-GATE" could not supersede anything else . . . to meet the players' demand . . . and make more money for operators . . . EXHIBIT would not produce it.

Double Action . . .Triple Action and Thrills

in a flash of a second . . . such as never dreamed possible . . . are some of the great surprises and new features of "GOLDEN-GATE."

Down . . . and uphill shooting balls . . . to the left . . . to the right . . . new advanced scores expected with every shot of a ball. Not a discouraging or dull moment when playing "GOLDEN-GATE" . . . fascinating to the last ball.

Built in two popular sizes . . . 19x38 in. and 21x44 in. Last coin played is always visible at a glance of the eye.

Provided with specially selected smooth rolling balls.

Has ANTI-TILT proof indication to avoid cheating. Simple trouble-proof mechanism that saves time and attention.

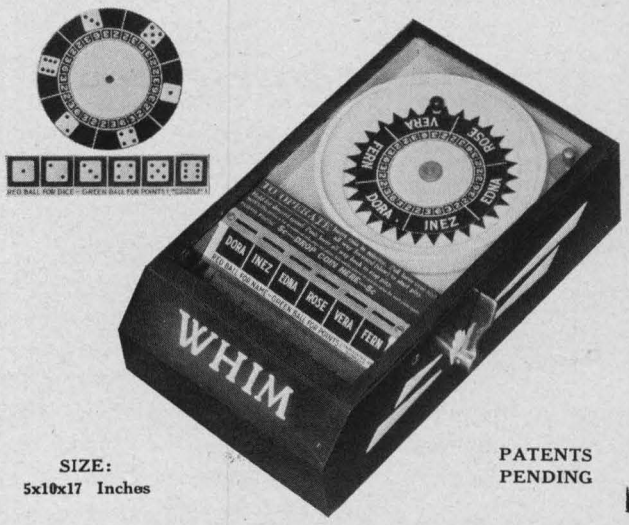
Electro Ball Company

1200 CAMP STREET . . . DALLAS, TEXAS

BRANCH OFFICES

527, West Ninth St., Oklahoma City, Okla
1513 Louisiana Street, Houston, Texas
428 Main Avenue, San Antonio, Texas
240 Dryades, New Orleans, La.
125 South Seventh Street, Waco, Texas
Lubbock, Hotel, Lubbock, Texas

CANNOT BE CHEATED



SIZE:
5x10x17 Inches

PATENTS PENDING

LOCATION tests prove that this machine attracts play, holds the player's interest and pays a big profit, but the important feature is that the machine is positively "cheat-proof." All coins in plain sight until next play. One to six coins—pennies, nickels, dimes and quarters, may be played at one time. Player controls start and stop. Only six selections on dial, making payout average 1 in 6. Counter machine, handsomely finished in green, white and nickel. Weighs only 14 pounds, size 5x10x17 inches and is all electric, 110 volts. This is the machine that has attracted so much attention, aroused so much interest among operators and made such a profit record on tests. Ready for delivery now.

Operator's Price F.O.B. DALLAS $5 Each with Order **$17.50**

Factories Sales Company

Exclusive Distributors
112 Centre St Phone 9-8720 DALLAS, TEXAS

SUPER "8" TOURNAMENT IS BIG SUCCESS

● At last, the tournament on the Super "8" game sponsored by D. Robbins & Co., Brooklyn, N. Y., has taken place and full details are now available to the many operators,, jobbers and manufacturers who expressed interest in the event by sending hundreds of letters to Dave Robbins asking for further details.

The tournament attracted nationwide attention, although its actual scope was only New York City and the grand prizes were awarded only to local players. The tournament was the result of careful and skillful planning by Dave Robbins.

The details of the tournament were as follows: First, a particular game had to be selected. It had to be a pin game with skill features and a game that was licensed by the city of New York. It also had to be a game that was popular. As D. Robbins & Co. had sold over 1000 Super "8" games in New York City and because this game was highly popular with the players, Dave Robbins selected this game to be featured.

Then, beautiful signs were printed by Dave Robbins and given to all the operators and jobbers of Super "8." The signs explained the tournament in simple language and called the attention of the players to the two latest model Philco foreign and American broadcast radios which would be awarded to the two winners of the finals. Each merchant, where Super "8" was installed, was given an entry ticket, which the merchant was asked to give to the person in his store who made the highest score on Super "8" up to midnight of October 14th.

The entry ticket entitled the holder to play at the finals on October 15 or October 16, at a popular Sportland in Brooklyn or Manhattan, whichever sportland was convenient for him to appear at. Receipts were issued to all players at the finals, which stated their name, address and score made. The following day, the winners of both tournaments were announced in the New York Daily Mirror. Holders of receipts with the winning scores were informed to call with their receipts at the sportlands in which they played to receive the Philco radios.

Hundreds of players competed in the finals. The sportlands at which the finals were held did a land office business. The stores which issued the entry tickets for the tournament reported greatly increased play on the Super "8" game, which certainly pleased the operators. And last but not least, jobbers of Super "8" in the New York City area kept David Robbins mighty busy filling their orders for Super "8" games.

In conclusion, Dave Robbins states that any "live" operator or jobber can follow his plan and successfully promote a similar tournament in his territory. However, it is essential that a successful game be featured and that those games be installed in the most prominent locations. A tie-up should also be made with a popular local newspaper. Most important, the grand prizes to be given away must be of real value so that hundreds of players will enter the tournament in their endeavor to win the prizes.

COURT OF CRIMINAL APPEALS UPHOLDS TEXAS TAX

Austin, Texas.—The Court of Criminal Appeals sustained constitutionality of an act levying a graduated scale of occupation taxes on coin-operated vending machines.

The ruling was made in affirming two ex parte appeals from Travis county by Joe Day, charged with displaying a machine without a tax receipt attached. Lower court holdings were upheld by the appelate court.

Day contended the statute, enacted at the first called session of the Forty-third Legislature, was unconstitutional because the tax was not equal and uniform within one class. Exemption of pay toilets and machines vending sanitary drinking cups was argued as an inequality.

The court held there was no reason why the Legislature could not "discern much difference in kind and class between a sanitary drinking cup vending machines and a machine whose sole contribution to the operator is a chance."

The latter occupation, the court ruled, "contributed nothing to the health, safety, comfort, convenience or well being of the public."

The two cases were predicated upon operation of a handkerchief vending machine and a marble machine with exhibition of the tax. Levies on the former, included in the service class, were $10 annual occupation tax if the charge exceeded 5 cents; $5 if 5 cents, and $1 if 1 cent. On the amusement type machine, the annual occupation tax was fixed at $10. In upholding that distinction, the court ruled marble machines were not in the same class as machines vending commodities.

Immediately following the court's ruling the defendant filed a motion for a rehearing and at this writing we have not been advised of the court's ruling on the motion.

LATEST TAX FLASH

Just as we go to press we received the following telegram from Comptroller Geo. H. Sheppard, Austin, Texas:

"Vending machine tax held constitutional by Court Criminal Appeals. Injunction against collection still in effect, reason of motion for reahearing. When law effective, tax collectors autorized to collect."

The above telegram was dated October 24, 1934.

Exhibit's New Pin Game

You have perhaps heard the phrase "will wonders never cease"?—well, were you to have visited the factory of the Exhibit Supply Company in the past week you certainly would see a wonder.

It's a new pin game right in season to meet the demand of the roaring football crowd—having new live power of animation that actually demonstrates the great thrills that are performed in the real game—Drop-Kick.

That's the name—and what a game. It has the most human-like mechanical action one has ever seen in a playing field built with the utmost mechanical simplicity that makes it absolutely trouble-proof. The play of the game is so simple that everyone can enjoy the thrills of a football game without the slightest knowledge of the actual game rules. It has delayed—multiple — repeating animation—all in one game.

You see a succession of action one, two, three, four—as many as eight balls kicked into the field one right after the other rolling far into the field to scoring positions. The kicking action is human-like and a thrilling sight to see. Again you will see a cabinet that is a magnificent model of modern creation with a colorful playing field embellished with the characteristics of the football game.

It incorporates every worth-while feature built with the usual Exhibit quality and what one can expect from the Exhibit organization. Each machine is furnished with three reward cards, calculated from the results of actual location tests to assure perfect payouts.

Reconditioned Machines at Bargain Prices

These machines look and operate like new. All have been carefully reconditioned by our experienced mechanics. 100 per cent satisfaction guaranteed. When ordering pin games, mention if 1c or 5c coin chut is desired.

PIN GAMES
(Wih Wooden Legs)

WORLD'S SERIES	10.00
BROKERS TIP	$ 6.00
JIG SAW	6.50
NEW CENTURY SPECIAL	6.00
SILVER CUP	7.00
PENNANT	8.00
WALDORF	8.00
42ND STREET	8.00
BLACKSTONE	8.00
OFFICIAL BASEBALL	8.00
RELAY	12.50
STEP UP	20.00
CONTACT (Master)	22.50
FLEET	24.50
BIG BERTHA	24.50
PUSH OVER	23.50
SENIOR FIVE STAR	7.50
SENIOR JIGGERS	6.00
SENIOR EIGHT & SIX	5.00

PIN GAMES
(With Metal Stands)

MAT-CHA-SKOR	$ 3.00
CLOVERLEAF	4.00
WINGS	4.00
MAJESTIC	3.00
FIVE STAR FINAL	3.00
THREE RING CIRCUS	3.00
SHAMROCK	3.00
RAINBOW	3.00
FLASH	3.00

MISCELLANEOUS

EXHIBIT Model F Iron Claws	$60.00
PANAMA DIGGERS, 1c (hand-operated)	15.00
PURITAN 3-Reel Gum Venders	5.00
BALLY SKIPPERS	4.00
ADVANCE 2 col. Cigaret Venders	10.00
ADVANCE 1 col. Cigaret Venders	6.00
MUTOSCOPE 1c Movie Machines	12.50

TERMS:
One-third deposit with order, balance C.O.D.

D. ROBBINS & COMPANY

Established 1916

1141 W. De Kalb Avenue ● BROOKLYN, N. Y.

MR. OPERATOR: Here Is Your Money Saving Opportunity—

THE NEW **MARVEL**

COIN CHUTE . . .

Get All The Facts On This Great New Invention!

Will Not Bend

Heavy Magnifying Glass Shows Coin in Full View of Everyone

If you're tired of slugs—disgusted with the dishonest use of wires, wedges and probes—learn how the New MARVEL Coin Chute will end those conditions for all time to come. Act today!

USE THIS COUPON — MAIL IT TODAY!

C. B. M. Engineering & Mfg. Co. W
4243 W. Lake St., Chicago, Ill.

Gentlemen:—Hurry Full Details on your New MARVEL Coin Chute without obligation to me.

NAME .....

CITY .....

W STATE .....

ARE YOU A STONE AGE OPERATOR?

THEN MODERNIZE YOUR EQUIPMENT WITH THE

MAY-WAY

CHECK AND ATTACHMENT

Adapted to all makes of slot machines. Read this ad—not because it cost us money, but because it shows how to increase profits withont increasing your overhead.

YOU operators who have wrestled with the old brass checks for years, know what it means to operate with the old style check. Up until now there has never been any system for your protection against billions of brass checks in circulation. MAY-WAY automatically stops the great loss from slugs and the old brass checks. The MAY-WAY is the only check that will be paid out on lucky combinations. All other checks or slugs go direct to cash box.

May-Way Is Your Protection

ASK THE OPERATOR WHO USES IT

After all, you, as an operator, desire to operate safely for profits. And don't forget that the location owner will appreciate MAY-WAY as it is his protection the same as yours, and will eliminate his having to watch the players constantly.

MONEY MAKERS USE SPEED. COLLECT YOUR MAY-WAY PROFITS BY RUSHING YOUR ORDER

We wish to thank the many operators who responded to our recent announcement and we wish to assure you all that we are now in a position to give you prompt and dependable service. We are permanently located in our new offices at 1622 North Haskell Avenue, Dallas, Texas, and we want you to visit us. We have plenty of parking space.

MODERNIZE Your Old Machines with the ESCALATOR ATTACHMENTS

Artistically finished in four colors. If desired we will install them for you. Write for details on these modern attachments.

WRITE, WIRE, PHONE OR COME SEE US

May-Way Manufacturing Co.

1622 NORTH HASKELL AVENUE **DALLAS, TEXAS**

FRANK-RICH DISTRIBUTING CO.
Exclusive State Distributor
812 Burnett Street Fort Worth, Texas

Oriole Opens Pittsburgh Office

● Pittsburgh, Pa., Oct. 25—The Oriole Coin Machine Corporation with headquarters in Baltimore, Md., and other offices in Washington, D. C., and Buffalo, N. Y., opened their fourth coin machine sales office in the former bank quarters of the Merchant's Savings and Trust Company in this city at 1410-12 Fifth avenue.

A tremendous crowd gathered about this defunct bank when the workmen appeared with the belief that the bank was reopening. It was necessary for police reinforcements to be called and a sign to be placed on the front of the building announcing the fact that these quarters were to be changed to coin machine sales rooms.

Many unique innovations have been made of the various departments of banking found in the building. The large vault rooms have been made over into a premium display department for the operators. The large bank entrance has become a lounge lobby for operators with easy chairs and other conveniences. The real estate department has been changed into a club room for the operators where coin machine media and other important and interesting reading for the operators will always be on hand. The real estate private offices have become the parts department of the firm. The former bank president's private offices panelled in solid mahogany have become the private offices of E. V. Ross and Mr. Goldsmith of the Oriole firm. There will be capable coinmen in charge of these offices at all times but whenever Mr. Ross and Mr. Goldsmith visit these new Pittsburgh offices these private chambers fully equipped with solid mahogany desks and other office paraphernalia will be for their disposal.

The teller and payer's cages have been made into the general offices and the grills removed from the upper parts. The marble partitioning has been left intact. The general offices of the bank have become the showrooms of the firm. These are also all done in solid mahogany and are stated to be the most attractive, as well as the most expensive showrooms in the coin machine industry. The entire burglar proof protected basement of the bank now becomes the stockrooms and the repair department of the Oriole firm with private entrances left intact so that the officers of the firm can enter them from upstairs and the operators from various entrances on the main floor.

Fifth avenue is considered the main street of Pittsburgh and therefore brings this coin machine sales room into the very heart of the city. The Oriole firm, who are also considered the "South's largest distributors," believe that in these new offices in Pittsburgh they have the most beautiful coin machine quarters which have ever appeared in all coin machine history.

Tremendous interest in these new quarters has already brought a flood of inquiries from operators throughout western Pennsylvania and West Virginia and Mr. Ross of the Oriole firm reports that the official opening day will be November 3 at these new Pittsburgh offices. He also explains that he believes "Oriole has found what to do with the many closed banks in the country."

HARRY STONER ENCOUNTERS SOUTHERN OP

Stopping off in Louisville, on a recent trip of midwestern cities, Mr. Harry Stoner, of the Stoner Mfg. Co., encountered a "real Southern" operator. Here's the story according to Harry.

"Are you Mr. Stoner?"

"Yes, I'm the guilty man."

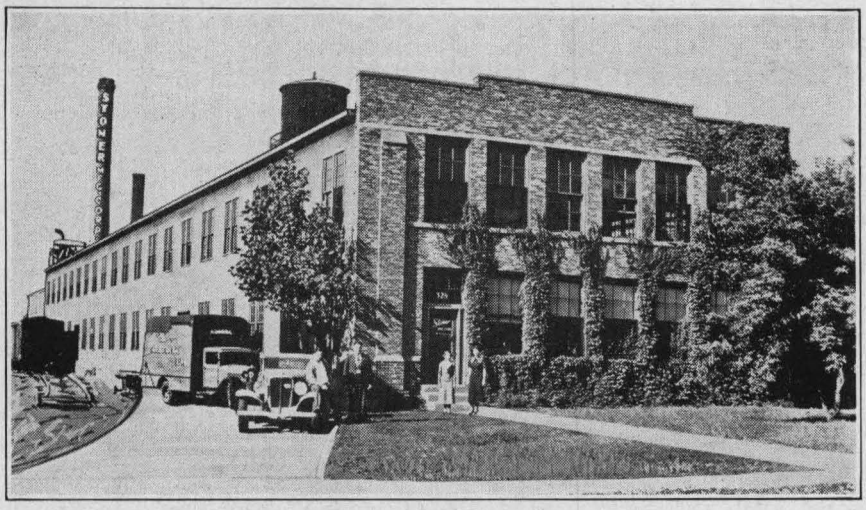
"Well sir, allow me to shake your hand! That Waldorf game you manufactured is sure a honey! Yessir, I placed one on location almost two years ago. To date, that game has taken in over six thousand dollars. Believe it or not, Mr. Stoner, the dealer absolutely refuses to let me move that Waldorf out of his store. I'm up here buying Super "8" now. I just know that Super "8" is going to outlast the next two governors of my state."

"I am glad Mr. Collins, that you have experienced such marvelous success with Stoner games. You can rest assured that my organization will not produce a game until it has been thoroughly tested and proven. Only the best of materials and workmanship go into our games. They are so mechanically perfect that during the last two years, only two games have been returned to us due to slight imperfections."

MARSHALL-LEMKE, INC.

The long established Lemke Specialty Company of Detroit has consolidated with Mr. Marshall of the Supreme Manufacturing Company, also of Detroit. A corporation has been formed and will be known as the Marshall-Lemke, Inc. Both firms have moved from their old quarters into a new and larger location at 2947 Woodward avenue, where they shall continue their combined jobbing and operating business. The new firm will open and operate one of Detroit's most beautiful skill game play rooms.

This consolidation brings together two of Detroit's strongest coin machine firms.



The only exclusive pin game manufacturer in the world manufacturing everything under one roof. The only "outside" products used are glass and coin chutes. This plant regularly employs 150 men, uses three carloads of lumber every week, and has the longest continuous assembly line in the pin game industry. Left to right: Mr. Harry Stoner, Mr. Ted Stoner, and two gorgeous secretaries. Shucks! They're both engaged!

The above picture is Mr. Sam May, inventor and coin machine authority. Sam has, at last, perfected an attachment and check that is working accurately and without trouble. He wishes to state that he is sorry that he has been a little delayed in filling many orders, but the delay was wholly for the operators' benefit and protection. He is now ready to deliver the goods with an absolute guarantee of satisfaction behind every order. The May-Way Company have a page message in this issue.

TRADE 'EM IN

Prompt Delivery Guaranteed

If you can beat our allowance we will cheerfully refund the difference

Merry-Go-Round	Contact	Electro
Major League	Fleet	Majik-Keys
Golden Gate	Signal	Jennings Football Champion
Flying Trapeze		Big Bertha

If it operates with a coin, we have it or we'll get it. Write and tell us what you have. Get our rock-bottom prices on new and **slighly used machines.**

JACK RABBIT

How they "go" for **Jack Rabbit—and** how the Rabbit "goes" for the **Jack ! !**
Biggest sensation of the season. New, different, fascinating. See it at your jobbers—or write for descriptive circular and prices.

SKILL GAMES SALES CORP.
3315 WEST ARMITAGE AVE. CHICAGO

CALLISON PATENT IS LOSER IN FEDERAL COURT HEARING

Hearing Attracts National Attention Claim No. 1 Invalid

Full details of the court decree, findings and other matters pertaining to the patent contest of Callison vs. Western Sales Company in Tulsa, Okla., have been released to the press. Hearings on this case, which had attracted national attention in the coin machine industry, were held in Tulsa on September 17 and 18, but the court decree was not signed until later by United States District Judge F. E. Kennemer for the Northern District of Oklahoma, in Equity No. 976. The hearings before the court attracted jobbers and operators from more than half a dozen states and merchants were also interested, due to the fact that suit had been filed in some instances against drug stores. A number of states in the Southwest territory had become deeply interested in the contest, and requests since have come to the attorneys for the defendant from locations and operators asking verification of the final decision.

The court decree declared that plaintiff's claims were dismissed for want of equity, also findings of the court declared claim one of the Callison patent to be invalid. About 12 of the most modern types of pin table games had been named by the plaintiff as infringers in the suit. Threedy & Cannon, patent attorneys in Chicago, went to Tulsa for the defendant and were also ably assisted by the Tulsa firm of attorneys, Milsten & Milsten, and by Attorney Eben L. Taylor.

OUR FRONT COVER PHOTO

On our front cover this month you are greeted with the likeness of David C. Rockola, president of the Rock-Ola Manufacturing Corporation, 625 West Jackson boulevard, Chicago, Ill. Mr. Rockola's firm is recognized as one of the leaders among the makers of coin-operated machines. The Rock-Ola Manufacturing Corporation have a reputation for making quality, money-producing coin-controlled equipment.

During the next few months we will carry a photo of some other manufacturer of coin-machines on our front cover. Watch for them.

ELECTRO BALL OFFERS MANY LEADERS

The Electro Ball Company, 1200 Camp street, Dallas, Texas, with branch offices in Waco, Lubbock, Houston, New Orleans, San Antonio and Oklahoma City, are offering the industry many leaders in money making coin-operated machines. Among them is Golden-Gate, Select-Em, Hold and Draw, Drop-Kick, and many others. The Electro Ball Company always has ample stock on hand to fill all orders regardless of size and their promptness can not be beat anywhere.

Since starting in the distributing business, the Electro Ball Company has enjoyed the operators' support which has enabled them to reach the top of the ladder as distributors. In the entire South, Electro Ball Company's name is embedded in the minds of all established operators and their promptness and honest methods of doing business is well known. They carry as complete a line of equipment as any distributor in the United States and offer a repaid service as well as handle all parts for every make of machine.

Electro Ball Company represents some of the leading manufacturers and are always in a position to give operators the newest machines first. In this issue they carry several pages of advertising. Look them up and study the merit of the machines they offer.

"BIG JIM" WEAVER TURNS OPERATOR

After a successful season with the Cubs, Pitcher Weaver is headed for his home town. But before going, he has taken time out to start a batch of Major League games to arrive at the same time with him for he's not going to let the winter months go by without keeping on a regular payroll. And to hear "Big Jim" tell it—"I can think of no way more certain to make money this fall and winter than with this new Major League game. I've played it over and over again—and unlike other games I've tried, Major League gives me the same feeling I have when I'm playing the game of baseball itself. I don't wonder at all that other operators are taking to this great baseball game the way they do, for wherever I've seen it, crowds of people are constantly playing it, and that means consistent earnings. Yes sir! I'm counting on Major League for some big things this winter!

"Big Jim" Weaver is not alone in this opinion for Gabby Hartnett, Charlie Grimm, Guy Bush, Woody English, Billy Herman, Chuck Klein, and other star ball players and athletes have manifested the same interest in Major League.

Much credit is due Paul Gerber and Fred C. McClellan for bringing such famous athletes to participate in amusement game operating.

Here we have, left to right, Fred C. McClellan, president of Pacific Amusement Mfg. Co.; "Big Jim" Weaver, star Chicago Cub baseball pitcher, and Paul Gerber of Gerber & Glass Distributing Co., Chicago, seated at a desk in Pacific's Chicago office. "Big Jim" has just affixed his signature to a purchase order contracting to buy a quantity of the new Major League Games, Models 40 and 44.

GENCO OFFERS NEW SIZE SUBWAY

Keeping step with their policy to please operators and locations, Genco, Inc., has announced a new and larger size Subway. This new size has been created especially to fulfill the operators' demands and is incorporated in one of the most beautiful cabinets yet to grace a location. It is 40 inches by 18 inches, which is the most attractive larger size that is now so greatly in demand. The same high class Genco quality is found in this new sized Subway and the player appeal is outstanding in every respect.

JOBBERS

SAN FRANCISCO
VIKING SPECIALTY CO.
632-634 POLK STREET
Jobbers Exclusively
RAPID PENNY COUNTER
Counts 10c to $5.00 in Stacks of 50
PRICE $1.75 POSTPAID

RICHMOND, VA.
Dixie Novelty Co.
2227 Idlewood Avenue
COIN MACHINES and SUPPLIES
Lowest Prices—Buy From Us

BROOKLYN, N. Y.
Supreme Vending Co.
557 Rogers Avenue
Coin Machines and Supplies
Get on our list for all information on New Machines

SPRINGFIELD, MO.
C. CHARLE & CO.
Save on delivering charges and time. Complete line of coin operated machines at factory prices, shipped from stock.—We trade.
"Salesboards at Lowest Prices"

HICKORY, N. C.
J. L. Jones Sales Co.
2312 TENTH AVENUE
Immediate delivery on all the latest winners at factory prices

BIRMINGHAM, ALA.
Birmingham Vending Company
P. O. Box 2005
Buy From Us—Save Freight

NEW YORK CITY, N.Y.
W.J.C. Vending Co., Inc.
239-241 Canal Street
Manufacturers' Distributors of
COIN OPERATED MACHINES
Phone Canal 6-1635

HOUSE of WINNERS

RED ARROW

Quicker and Larger Profits
Than Slots
Automatic Payout

PRICE

$94.50 Single Lots

$91.50 Lots of 5 F.O.B. Chicago

Immediate Delivery

REAL HITS

Keno
Champion
Major League
Blue Streak
Spark-Plug
Signal
Drop Kick

Write, Wire or Phone
Your Orders

We are now back in the distributing business bigger than ever and we are absolutely prepared to take care of all your wants promptly. Our service will absolutely please you. Send us an order today.

FOR-TEX MFG. & SALES COMPANY

MEDICAL ARTS BLDG. 811 CHERRY STREET FORT WORTH, TEXAS
Phone 3-3379

Mutoscope Has Gala Official Opening

● New York, Oct. 28—Bill Rabkin and International Mutoscope Reel Co., Inc., this city, celebrated their official opening of their new 26,000 square feet factory with a band of music, entertainment and a huge buffet lunch surrounded by a bower of flowers sent to Bill from everywhere in the country to wish him success in his new factory quarters.

Important coinmen as well as premium men trooped in and out of the new quarters of the firm at 516-522 West 34th street all day long. Present were many of the coin machine fraternity in New York as well as representatives of all the leading coin media. Each one was greeted by Miss Grace Baron, office manager and official greeter for this occasion, and there followed a series of entertainment. The guests were also shown throughout the new factory and some were also present while the employees of the factory and the office were invited to partake of the festivities.

Telegrams, letters and cables arrived constantly during the day with bouquet after bouquet of flowers being brought in by messengers as Bill's friends from coast to coast remembered his opening day at his factory.

There were also many surprises in store such as the showing of their new models of the Shoot-O-Matic and the Electric Traveling Cranes and also the junior size of the Major League game. Long distance calls from many of the country's outstanding manufacturers and distributors continued to come into the offices until there was a constant call for Bill Rabkin to answer the phone while cocktails were being served newcomers to the gala affair. This the first gala opening in the history of New York coin fraternity where a band has been employed to entertain the visitors and well wishers and where a huge buffet lunch has been in progress continuously during the day with liquors and beer flowing freely.

The office employees remained throughout the day and evening and acted as guides for the many visitors the majority of whom expressed their surprise at the immensity of the new quarters.

GULF STATES AMUSEMENT COMPANY

Houston Firm, Distributors of Shyvers Cannon Fire, Report Big on This New Sensation

The Gulf States Amusement Company, Houston, report bumper sales on the new Ken Shyvers offering, Cannon Fire. "The machine is sweeping operators and the playing public off their feet," says Mr. Gates, manager of the Houston firm of distributors. "Our sales have been even better than we expected and we are proud that we can offer the operators a machine that will more than pay for itself," continued Mr. Gates.

The Gulf States Amusement Company have jobbers scattered throughout Texas and Louisiana and they request that operators get in touch with them and secure full information on Cannon Fire. Sample machines are on display at all jobbers and ample stock on hand to fill orders immediately.

Pacific Amusement Mfg. Company

Announces the New Major League, Models "40" and "44"

Pacific Amusement engineers, whose day never closes without developing and testing countless new ideas beneficial to operators, have worked out an amazingly fine set of improvements on their new game Major League.

Until now it has been necessary for players to shoot a ball into either the singles or batter-up hole to start a ball running the bases. Heretofore, a certain amount of skill effort would be lost if the player did not first send a ball to the plate. But now there's always a batter up ready to circle the bases. The minute a ball leaves home plate another one takes its place automatically. Thus at all times—and at the start of each new game—there's always a ball at the plate ready to go places in response to the player's best accomplishment.

Quoting Mr. Fred C. McClellan, president of the Pacific Company, "There's not one split-second of lost motion in this new Major League with a batter up in position to score at all times.

"Furthermore, we're bringing out a new smaller size model "40" priced at about one-third less than the new Model "44," to take care of locations where space is limited.

"These improvements mean a great deal of expense to us in tooling up and manufacturing both in Los Angeles and Chicago, but I confidently believe that when operators find out just how valuable the new improvements are for increased revenues, they are going to show their appreciation of our efforts on their behalf by sending in their sample orders on this new number, quick.

"And if they knew what I know about its earning power, they wouldn't waste any time getting started with either the new Major League '40' or '44.' They are the last word in operating perfection."

F. C. EWING CO
Southwest Distributor
Columbus Vending Machines
1030 Stayton St. Phone 2-5288
P. O. Box 851 FORT WORTH, TEXAS

GRACE MOORE JOINS BRUNSWICK

● Maintaining their program of signing only artists who, according to expert musical judgment, are artists, the Brunswick Record Corporation today announced it had enrolled Miss Grace Moore, glamorous singing star of screen, radio and opera to make records for them, her first being already made and put on sale by music dealers everywhere through a special release by Brunswick of those numbers.

Currently Grace Moore's biggest and most sensational success has been scored in her Columbia picture "One Night of Love," and of "Giribiribin," also sang in the picture by Miss Moore.

But Brunswick's enlarged musical program did not stop with merely recording Grace Moore singing two songs. The company surrounded her with the best possible assisting musical talent and engaged Wilfred Pelletier, Metropolitan Opera House conductor, to direct the orchestra and Metropolitan Opera House male chorus which provided the associated and background music.

The result brought two records of such unusual brilliancy that repeat orders have already come to Brunswick.

Brunswick has closed a number of contracts with other major artists and expects to announce their names shortly.

The above picture shows the new home of Van Meter Bros., 2205 Leonard avenue, Dallas, Texas, recently opened as a distributing point for their new Escalator Gold Award Front and Triple-Jax front attachments, which are manufactured in their factory in Glendale, Cal. They will keep in stock all repair parts necessary to maintain a complete slot machine service. Their service truck will pick up and deliver any repair work or machines within a reasonable distance from Dallas.

Reading from left to right is Mr. Dan R. Maple, sales manager, who has had years of experience in the slot machine business. He has been connected with the slot machine business in Texas for the past four years; Mr. Wm. Van Meter, service manager, who has had fifteen years experience specializing in the service of all kinds of slot machines; Mr. Stephens, service department; and Mrs. M. Van Meter, bookkeeper and stenographer.

CENTURY JACK RABBIT LEAPS TO INSTANT POPULARITY

● The Century Mfg. Co., Chicago, follows through with their big success Forward Pass, with another game, Jack Rabbit, that is proving to be one of the most sensational games on the market. In fact Bud Lieberman, the head of the Century firm, reports that even before the game was officially announced there were enough orders on hand for over two weeks production.

Prominent distributors and jobbers all over the country have taken over the distribution of Jack Rabbit. The Rex Novelty Co. of Brooklyn, N. Y., were appointed exclusive metropolitan distributors after ordering four complete carloads of Jack Rabbits for immediate delivery—a record order for a new machine. John R. Sears of the Pioneer Novelty Distributing Co., Washington, D. C., sent in an initial order for 500 Jack Rabbits together with a request for the exclusive distributorship of them for the washington. D. C., area. Other distributors and jobbers who have endorsed Jack Rabbit by ordering them in substantial quantities are the Interstate Sales Co., Trenton, N. J.; the Markepp Co., Cleveland, Ohio; Oriole Coin Machine Corp., Baltimore, Md.; Morris Novelty Co., St. Louis, Mo.; Silent Sales Corp., Minneapolis, Minn.; Electro Ball Co., Dallas, Texas; Sicking Mfg. Co., Cincinnati. Ohio; Birmingham Vending Co., Birmingham, Ala.; Leo Weinberger, Louisville, Ky.; J. D. Lazar, Pittsburgh, Pa.; Badger Novelty Co., Milwaukee, Wis.; Irving Bromberg, Los Angeles, Cal.; Joe Calcutt, Fayetteville, N. C., and others.

Jack Rabbit is a game packed with new thrills and excitement. The great speed of the mechanical action is achieved by an electrical "kicker" that causes the balls to actually jump. The kicker is spontaneous in action and provides thrills aplenty for the player. This new device takes the place of the now aging "skill holes." The players who have tired of the sameness of many games on the market have welcomed this new mechanical action.

Jack Rabbit employs a most unique return out ball device. When the player shoots his ball over a small metal strip at the top of the field, the out balls are automatically returned for further play. The ball that traveled over the metal strip stays right on the playing field until it drops into a scoring hole. The person playing the game therefore gets a double thrill from the ball. This feature also keeps the players interest at high pitch until the very last ball is played.

The modern design of the playing field of Jack Rabbit was designed by a prominent Chicago artist after a competition. The winning design was judged the best of 23 presented. Test locations were used to determine which color schemes were most appealing and effective from an operator's standpoint. The colors finally used were the result, therefore, of actual player preference.

Bud Lieberman, head of the Century firm, recently appointed Eddie Ginsberg assistant sales manager. Eddie is one of the old timers in the business having been in both the sales and manufacturing ends. Eddie is having his car repainted with a large Jack Rabbit on either side. The Jack Rabbit to be an advertisement to be carried over 5000 miles on Eddie's country-wide trip being contemplated.

Immediate DELIVERY

ON THE FOLLOWING MACHINES

KENO
ACTION
WAHOO
RED ARROW
CHAMPION
SPARK PLUG
MAJIK KEYS
KICKER TYPE

SUBWAY
AMERICAN BEAUTY
BIG BERTHA
WILD CARGO
MERRY-GO-ROUND
SIGNAL, Jr. & Sr.

OUR SERVICE IS THE BEST IN THE SOUTHWEST. ORDERS SHIPPED SAME HOUR RECEIVED. PRICES ALWAYS RIGHT.
WRITE, WIRE, OR PHONE YOUR ORDER

Earl E. Reynolds

JEFFERSON HOTEL—Suite 222 DALLAS, TEXAS

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of THE AUTOMATIC WORLD, published monthly. at Fort Worth, Texas, for October, 1, 1934.

State of Texas, County of Tarrant.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared O. J. Branch, who, having been duly sworn according to law, deposes and says that he is the business manager of the AUTOMATIC WORLD, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Automatic World Publishing Co., Fort Worth, Texas.

Editor—Tom Murray, Fort Worth, Texas.

Managing Editor—Tom Murray, Fort Worth, Texas.

Business Managers—Aaron Smith and O. J. Branch, Fort Worth, Texas.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given). Aaron Smith, Fort Worth, Texas; O. J. Branch, Fort Worth, Texas, Tom Murray, Fort Worth, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state). Tom Murray, Fort Worth, Texas.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is. (This information is required from daily publications only).

O. J. BRANCH,
Business Manager.

Sworn to and subscribed before me this 4th day of October, 1934.

HUBERT WEILER,
Notary Public, Tarrant County, Texas.
(My commission expires June 1, 1935).

WALKER SALES COMPANY

The Walker Sales Company, Fort Worth, will distribute the new wonder machine Majik Keys Kicker in Texas. This new offering is another West Coast sensation manufactured by one of the leading manufacturers of Los Angeles, Calif.

DECCA SOUTHERN OFFICES ACTIVE

The Southern offices of the Decca Record Corporation are very active these days. Down in Atlanta and New Orleans the music operators are beating a path to the doors of the Decca offices and in Dallas the same activities are in evidence. All Southern offices have capable men in charge—men who really know the operator's needs and they are alert—on their toes every minute to see that his wishes are taken care of. The Decca Record Corporation has one of the most modern factories and recording laboratories in America. Their price to operators is very attractive. See their full page ad in this issue.

Mass production increases output at Gottlieb plant. A partial view of assembly line shows Merry-Go-Round and Flying Trapeze being assembled according to methods employed by automobile manufacturers. Each man does a particular job and does it well, eliminating lost motion and assuring a high standard of quality workmanship.

SUBSCRIPTION BLANK

Automatic World
P. O. Box 765, **$1.00 for 15 Months**
Fort Worth, Texas. **$2.00 for 3 Years**

Enclosed find ..... Dollar(s) for ..... years subscription to your magazine.

Name .....

Address .....

City or Town ..... State .....

Operator ..... Jobber ..... Manufacturer .....

.....

Want Ads

2 Cents a Word -:- -:- -:- Cash With Copy

USED MACHINES FOR SALE OR EXCHANGE

This section is arranged for the sale and exchange of used machines. The rate is 2c per word cash with copy, minimum ad accepted 25 words. This is the cheapest and best space in the country today. We shall expect operators to use it freely.

SEND STAMP FOR LIST OF USED MAchines. Get on our mailing list. You save money on machines and supplies. Goodbody, 1826 East Main, Rochester, New York.

(Reg.)

AIRWAY, $10; AMERICAN BEAUTY, $22.50; Aristocrat, $15.50; Autobank, $60; Bally Poker, $2.50; Big Broadcast Jr., $4; Broadcast Special, $7; Blue Ribbon, $15; Cub, $4; Chicago Clubhouse, $8.50; Contact Jr., $32.50; Contact Master, $20; Derby Vender, $4; Electro, $33; 42nd Street, $10; Four Jacks, $5; Four Jacks Gum, $6.50; Five Star Final, $2.50; Flicker, $3; Forward Pass, $32.50; Fleet, $25; Goofy, $2.50; Gypsy, $9; Golden Gate, $33; Jennings Favorite Peanut Vender, $4; Gyro, $3; Jigsaw, $7; Jiggers, $2.50; Knickerbocker, $22.50; Lightning, $22.50; Majestic, $3; Mat-Cha-Skor, $3; Marbl-Jax, $15; Mills Official Counter Game, $3; Mills Official, $5; Monarch Jennings, $3; Merry-Go-Round, $33; New Century, $7; New Deal, $8.50; O.K., $2.50; Official Sweepstakes, $7; Official Sweepstakes Gum Model, $9; Penny Ante, $7.50; Pico Counter Game, $3; Puritan Vender, $7.50; Pok-O-Reel, $8.50; Pennant, $10; Pontiac, $15; Rambler, $4; Rol-Let, $4; Register, $28.50; Rocket, $37.50; Relay, $15; Ritz, $3; Steeplechase, $3; Screwy, $2.50; Skipper, $4; Subway, Jr., $25; Select-Em, $10; Scoreboard, $8; Silver Cup, $8; Skill Ball, $4; Streamline, $17.50; Sweet Sally, $9; 3 Jacks, $4; 3 Ring Circus, $2.50; 21 Vender, $12.50; Western Sweepstakes Automatic Payoff, $37.50; Whang-Poo, $4; World's Series, $10; Whirlwind, $7.50; Watling Blue Seal, $4; Zig-Zag, $12; Slots: Little Duke Gum J. P., 1c, $25; Mills F.O.K. Front Vender, 5c, $27.50: Mills J.P. Pace Side Vender, 5c, $25; Mills Silent Escalator Vender, 5c, $50; Mills Silent Escalator Vender, 25c, $50; Caille J.P., 25c, $12.50; Jennings Today Vender J.P., 5c, $15; Pace Bantam J. P., 5c, $35; Watling Bell, 25c J.P., $25; Mills Mystery Side Vender, 5c, $75. One-third cash, balance C.O.D. Besser Novelty Company, 3977 Delmar Blvd., St. Louis, Mo.

HERE'S GOOD NEWS FOR PACIFIC COAST and Gulf State operators! Full steamer freight prepaid to your nearest port in 100-pound lots or more. Also full freight prepaid to any other part of the United States in 100-pound lots—not exceeding $2.50 per cwt. These machines are all in good condition and fine appearance. $2.50 for Ballyhoo, Good Luck, Buster Ball, Old Orchard. $3 for Goofy, Three Ring Circus, Five Star Final, Screwy, Rainbow and Shamrock. $4.50 for nearly new Skippers, Majestics, Mat-Cha-Skor and OK America. $5 for New Century, Sky-ride, and Big Game Hunters. $7 for Official Sweepstakes (new), Magic Clock (new), and Wings. $10 for Silver Cup and 42nd Street. $30 for Jennings Victoria Front Venders, reserve jackpots, 102,000. Good as new. Try us once for used machines and you will reorder. Block Marble Co., 4919 North Eigth Street, Philadelphia, Pa.

FOR SALE—BABY GRAND, $30; BURTMIER Double Jax, $35; Mills Escalator Double Jax, $45; Jennings Dutchess, $30; Chicago Club House, divider, $10; Kings Horses, $8; Saratoga Sweepstakes, $10; Jigsaw, $7.50; Silver Cup, $5; Pontiac, $7.50; Electro-Ball, $15; Fields Baby Jacks, $6; Rock-Ola Four Jacks, $9; Dice Machines, , 5 dice, 5c play, $5; Ballyhoo, $1; Rockets, $39; Contact, giant size, $40; Crusader, $35; Major League, $50. H. M. Jones, Jones Coin Machine Co., Meridian, Texas.

CLOSE OUTS—1 MILLS SILENT GOOSEneck Side Vender, 5c play; 2 Mills same as above, 1c play, serials 335,000 up, used 10 days, $37.50 each for the lot. Five Penny Draw, $3; 1 Bally Card Game, $2.50; Fields Five Jacks, $6; Five Star Jr., $2.50; Advance Gum, $2; Ohio Peanut, $2; Wayrite Scale, $12.50; Penny King Gum, $1. Machines A-1 shape; guaranteed. Want Mills large scales. Roy Dean, Onawa, Iowa.

JENNINGS TODAY FRONT VENDERS REbuilt, $7.50 each; lots of 10, with baseball fronts attached, $8.50 each. Rebuilt elegant condition. Sample either one, $10. Special 25 percent reduction jackpot attachment list: Roller-bearing Percentage Regulators, 10 and 20 stop, per dozen, $9. Bargain list free. Coleman Novelty, Rockford, Ill.

BRAND NEW 500 SETS BASEBALL REEL Strips. Five strips in each set covering three percentages, $50; also used aluminum baseball fronts for Mills F.O.K. and Jennings Today Venders, $1.50 each lots 10. New locks with two keys, lots 10, $1 each; sample, $1.25 each. Used no-value tokens, $4.50 per 1000. Coleman Novelty, Rockford, Ill.

ATTENTION MANUFACTURERS—WE ARE interested in becoming your distributor on any kind of vending machines. We have fourteen years' experience in the vending machine business. We manage and take care of routes. Manhattan Machine Co., 95 Madison Avenue, New York City, N. Y.

CASH OR TRADE FOR USED NO-VALUE Tokens. Turn into paying equipment. Wanted to buy twin jackpot attachments. Save money with Coleman's Rebuilts. List free. Coleman Novelty, Rockford, Ill.

FOR SALE—SEEBURG AUDIOPHONE, $90 5 little Ideal Penny Scales, $20 each; Gold Rush, $8; Steeplechase, $2; 50 Michael Peanut and Ball Gum Machines, $3 each; 5 Columbus Ball Gum, $3 each. All machines in good condition. Cecil Street, 600 West Fifth St., Austin, Texas.

WATLING FRONT VENDERS WITH TWIN jackpots, nickel play, $22.50 each. Limited quantity. One-half deposit with order. Atlantic Sales Company, Halethorpe, Baltimore, Md.

LARGEST STOCK HI-GRADE REBUILT Bells and Venders, refinished like new, ready for service, guaranteed, $7.50 up. Request quotations on latest new machines and pin games. No obligation. Coleman Novelty, Rockford, Ill.

GUARANTEED REBUILT GAMES—SILVER Cups, $6.75; Relays, $13.75; Pennants, $7.75; World's Series, $10.75; Blue Ribbons, $11.75. Write for Bargain Bulletin No. 15. Terms one-fourth deposit, bal. C.O.D. Midwest Merchandising Co., 227 South Green Street, Chicago, Illinois.

WANT TO BUY MILLS SILENT ESCAlators double jackpot Bells or Venders, 5c play. Ideal Novelty, 3003 Lemp St. St. Louis, Mo.

JIGSAW MARBLE TABLES, $4.50 EACH; Little Dukes, high serial numbers, $25 each. Jennings or Mills 5c jackpot venders, $22.50 each. All machines are clean and in good condition. C. D. Harwell, 2031 West 20th Street, Oklahoma City, Okla.

MASTER 1c PEANUT VENDERS, $4 EACH. Master Penny and Nickel Venders, $4.50 each. 1 E-Z 5c Ball Gum Vender with 1200 balls gum, $5. 8 Tri-Plex Venders, beautiful machines. $10 each. Scotty Westbrook, West Union, Ia.

OPERATORS AND AGENTS HANDLING Liquid Latex should send for our price list. Deluxe quality at bargain prices. Hunt's Specialties, 1409 High St., Portsmouth, Ohio.

WE BUY AND SELL JACKPOT SLOT MAchines, pin games, etc. Bell lock keys made. Roller bearing percentage clips, 50c each. Jarl, 1701 Leavenworh St., Omaha, Neb.

LITTLE NUT
The Miniature Beer-Table Peanut Vendor That Collects The Pennies
Little Nut Vendor Company
LANSING, MICHIGAN

HERE'S NEWS

The many friends of the For-Tex Mfg. & Sales Co., those popular distributors of the winner, Penny Ante, will be glad to welcome them back to the ranks of jobbers. This firm will maintain a stock of all the winners and a complete service department at all times. There will be no delay on deliveries. If it is to be had, they will have it.

The For-Tex is one of the oldest coin machine firms in Texas and really know the business from all angles. M. T. Reiners and A. E. Ritchey, heading this live-wire firm, request all operators to bring them their problems and says Mr. Reiners, "If we can't solve your particular problem and help you on the road to successful operating, you can't be helped."

The Fort-Tex firm is again located in the Medical Arts Building, Fort Worth, Texas.

OHIO LIQUOR BOARD BANS COIN MACHINES

A new coin machine regulation, outlawing all games of chance in establishments licensed to sell beer or liquor by the glass, was adopted today by the State Liquor Control Board.

The new regulation, approved by Governor White, reads:

"No person authorized to sell beer, intoxicating liquors or alcohol in Ohio shall have, harbor, keep, exhibit, possess or employ or allow to be kept, exhibited, or used in or upon or about the premises of the permit holder any device, machine or apparatus which may or can be used for gaming or wagering."

Permits will be revoked for violation of this regulation, effective October 22, it was announced.

PHONOGRAPH OPERATORS

THE IMPROVED VELVETONE NEEDLE DOUBLES THE LIFE OF RECORDS, AND OUTLASTS ALL ORDINARY NEEDLES.

L. E. TURNER, Distributor

1229 PARK ROW BLDG.
NEW YORK, N. Y.

Another Sensation by Rock-Ola!

the "DOUBLE-REGULAR"

A Double Jackpot machine for only $35—the new "DOUBLE-REGULAR."

Here you have the famed Mills Regular Front Vender —the "old reliable" of all coin machines—with the latest improvements including the **Double Jackpot.** It is one of the sturdiest and most faithful machines an operator ever had. Its mechanism is as rugged as a battleship and as sure-working as a jeweled watch.

Brilliant New Colors!

And to top it all, it is brilliant with new colors. It has put on rich robes of dazzling gold set off by subdued velvet-black. And shining nickel, sparkling like Spanish silver. Even among the latest machines, the "DOUBLE-REGULAR" stands out like a silver dollar among pennies.

Serials Over 275,000!

All machines offered are the latest Bullseye models. All have no-pay-on-check devices—and the serials are over 275,000!

Rock-Ola engineers have designed the machine. Gone over it from reels to payout slides. Improved it . . . tested it . . . changed it. And now they bring it back to you, better than ever, for only $35!

Vender-Bell and Vender Models

You can get the "DOUBLE-REGULAR" in two popular models: Either the **Front Vender Model** or the **Vender-Bell.**

The VENDER BELL is the same as the Front Vender except that the VENDER-BELL operates like a straight Bell machine and does not give out mints.

Made Only by Rock-Ola!

No place else can you get the "DOUBLE-REGULAR." **It is an exclusive Rock-Ola Development.** But the stock is limited. Once this lot is gone, chances are there will be no more . . . so be sure—**Mail, Wire, or Phone Your Order TODAY!**

Rock-Ola Mfg. Corporation

625-W Jackson Boulevard
CHICAGO, ILL.

$35.00

GUARANTEE

The "Double-Regular" goes to you with Rock-Ola's ironclad 10-day guarantee of satisfaction or money back. You have nothing to lose and everything to gain. Wire your order now!